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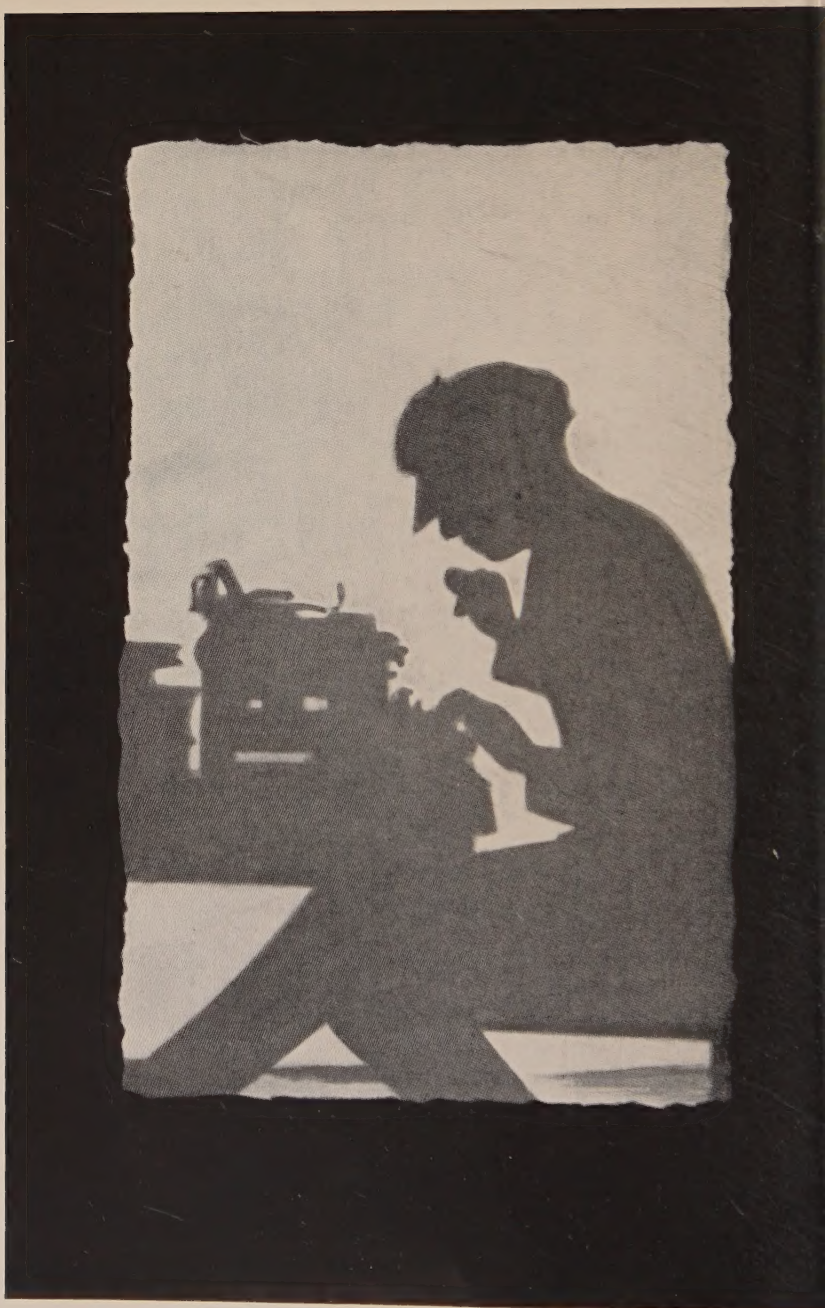
FRATERNITY EDITOR'S HANDBOOK



THE FRATERNITY EDITOR'S HANDBOOK

Edited and Compiled by

LELAND F. LELAND

EDITOR OF THE TEKE OF TAU KAPPA EPSILON
PUBLICATION MANAGER OF BANTA'S
GREEK EXCHANGE

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F7
1930

PUBLISHED BY
THE COLLEGE FRATERNITY EDITORS ASSOCIATION
OF THE
INTERFRATERNITY CONFERENCE

1930

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By The College Fraternity Editors Association

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FOREWORD

By CHARLES W. GERSTENBERG

Chairman of the Interfraternity Conference

"Here indeed is a laboratory—the fraternity magazine field—and this book is its Manual—the contributors have been well trained and excel in their fields"

THE Interfraternity Conference is a typically American institution. It represents, as does the nation, the interests of its constituents where their interests are identical. On the other hand, it is careful to refrain from taking action, announcing policies or laying down rules or even making suggestions where the constituents must or should have untrammeled "home rule." At their very sources—the campuses on which memberships are recruited—the fraternities are competitive. They must be permitted to engage in competition on the basis of relative merit. Each fraternity must preserve its individuality and must let its light so shine that men may see its good work and be attracted accordingly.

This does not mean, however, that all fraternities cannot have the benefit, among other things, of collective effort in obtaining, classifying, and analyzing information in respect to their common activities. The possibility of maintaining competition in the face of co-operation in collecting material has been recognized in the business world in respect to the activities of trade associations, and has, indeed, received judicial sanction. Different degrees of merit will be established by the constituent fraternities through the use they make of the information. In the final analysis, use of information depends upon human ability—upon intelligence, judgment, taste, energy.

And so it is very fitting that the fraternities collectively should reduce to a system of the "one best way," as the industrial engineers would put it, the performance of the purely administrative tasks involved in writing, editing, and publishing fraternity magazines. The

standards set up do not grow out of fraternity practices, but out of the tested and approved practices of the publishing business. To be sure, some questions are discussed in this book that are peculiar to this particular field of publishing. As to these questions, the book, I take it, aims to give experience, the results of which are open to all who would study the published magazines. Why not collect these experiences and set them down in order that each person approaching any part of the task of publishing a fraternity magazine may be spared the time that would otherwise be required to make an original research?

If, over a given season, a golfer were to collect the best scores for each hole of his golf course, he would likely find himself with a composite score of at least par. If we were to take the best elements of each of the magazines published for the members of the Interfraternity Conference, we should have a magazine entitled to be held up as a model. What the committee responsible for this book has done is to get from a number of editors information on the features of magazine making in which they have specialized and excel. Most of these men—and I do not know that I could not say it of every single one of them—have been well trained. They are products of university schools or courses in journalism. They have given much time and attention to special study of their problem. They have criticized one another's work and have produced a textbook that should heartily commend itself not only to fraternity magazine editors and managers, but to teachers of journalism.

Here indeed is a laboratory—the fraternity magazine field—and this book is its manual. What more lively interest could be wakened than that which relates itself to the very work for which the undergraduate is responsible?

I do not mean to say that college fraternity magazine editors or managers are undergraduates. In every instance, so far as I can ascertain, all the work of editing and of business management is done by graduates. But the contributors in large numbers are undergraduates, and no publications, except only those issued by the students themselves in their respective colleges, afford such valuable contacts with the actual work and responsibility of the publishing business as do the fraternity magazines. I, for one, can testify to the lasting benefits derived from self-stimulated and self-sustained interest in the work of publishing encountered during undergraduate days.

I cannot let go by this opportunity to express on behalf of the nference its indebtedness to the men who have contributed to the ok. We are especially under obligation to Leland F. Leland, President the Fraternity Editors Association of the Interfraternity Conference.

THE EDITORIAL MAGAZINE

*

WHY THIS HANDBOOK?

AN INTRODUCTION BY THE EDITOR

To improve the journalistic product of fraternity editors and to better fraternity journalism is the reason for the publication of this book

SAID *Editor and Publisher* in 1927 . . . "Of all the periodicals in the United States, those that reflect least credit upon American journalism are those published in the interest of the Greek-letter fraternities of American colleges and universities. Void and without form, they seem to be steered by the mere whim of the editor and lack a definite editorial compass."

The fraternity editor can excuse himself against this criticism because his is "a labor of love," because he is usually unskilled and untrained, because his sources of copy are so varied and scattered; but the fact remains that the fraternity journals are disappointing to a public that looks to our college men for creditable products in intellectual fields.

It was to point the way to better fraternity journalism, to assist the fraternity editors by the discussion of their accumulated experience, that the College Fraternity Editors Association was organized in 1923. Each year has seen a growing interest; more editors have attended the meetings, the papers read have increased in scope and helpfulness, and the discussions have grown steadily more vital.

This handbook is a further step in that direction. It discusses topics that are essentially important to every fraternity editor, and the several chapters have been prepared by men who are actively engaged in the work. In large measure these men have come up through the school of experience, having entered on their duties without much previous training. In a real sense they speak with authority, and, without posing as experts, they can sense the problems of the inexperienced editor, and give help where help is needed. They have endeavored to present

their material completely, yet simply. Care has been taken to avoid the textbook style that tends toward the dogmatic.

The book has twenty authors, each with his own point of view; this gives a certain freshness and vitality which is often lacking in books of this kind. As little liberty in editing copy has been taken as is consistent with good writing, in order that the manner peculiar to each author might be retained.

For the rest the book must speak for itself. It is offered to the fraternity public with the hope that it will serve to quicken the pulse of the Greek-letter press, and that it will help to raise the standards of fraternity magazines.

The editor wishes to thank all those who assisted in the preparation of this book; particularly the authors of various chapters, and specifically Dr. Charles W. Gerstenberg, whose enthusiasm for our project made the book a reality; J. Harold Johnston and Albert S. Tousley, who were ready to aid with any task; George Banta, Jr., for his ready counsel and advice; Dean Edward E. Ruby, for checking and reading the manuscript; and Wilma S. Leland, who assisted with the actual editing of the manuscript. Thanks are also due to the Appleton Engraving Company, who kindly supplied the cuts in the chapter on Cuts and Engravings, and to the George Banta Publishing Company for careful attention to the printing and binding.

L.F.L.

November 15, 1930
Menasha, Wisconsin

THE FIELD OF THE FRATERNITY MAGAZINE

By FRANCIS W. SHEPARDSON

Editor of the "Beta Theta Pi"

"A college fraternity magazine is established for a single organization from which it derives its financial support and among whose members it finds its readers"

COLLEGE fraternity magazine is a highly-specialized publication. It is established, primarily, for the benefit of a single organization n which it receives the greater part of its financial support and ong whose members it finds practically all of the readers. Its cir- tion, therefore, is relatively small, its sources of material are limited; sphere of operation and the range of its influence are restricted.

To these handicaps attendant upon the nature of things are added ers resultant from the character of the membership of the supporting anization. A few fraternities have definite limitations for novitiates. ne admit Christians only; some only Jews. Some bar Catholics; e welcome only men of that faith. Some are sectional; some are onal. Some are aristocratic; some are democratic. In the great ority of cases, however, race, religion, politics, sectional interest, family background are subordinated to the personal character of individual considered for membership.

Many topics, therefore, which properly win favor with readers of gazines of general circulation and of popular interest, have no right- place in a college fraternity publication. Partisan politics, for ex- ple, is taboo in the organ of a society whose widely scattered mem- hip includes Republicans, Democrats, and supporters of minor blocs. gious controversy is banned where modernist and fundamentalist, ral and conservative, orthodox and heterodox are listed in the mem- hip roster. Propaganda for any social movement regarding which e is marked divergence of honest opinion is questionable.

n other literary fields there are wide ranges of thought which do

not yield material for the college fraternity magazine. The literar essay is not adapted to such a publication, unless it be a prize-winne for some member of the organization or a product by a member of ex traordinary brilliancy or interest, thus enriching the fraternity heritag Poetry, unless with similar accompanying circumstances, or pertainin to the ideals or emblems of the fraternity; travel tales, unless about som pioneering achievement in unknown lands, adding to human knowledg and of special interest because of the hero's membership in the fra ternity—the adventures of a Peary, an Andrews, a Byrd; practically al of political science and most of political economy; all purely tech nical discussion, except in a professional fraternity's magazine—in fin the larger part of the subject matter of the ordinary magazine, wi which competition is impracticable even if desired, is out of place the college fraternity magazine. All this is easily available on the new stand, in the reading room or club, or on the library table at home.

What, then, is the field for the fraternity magazine? The study beginnings does not yield much. The first suggestions about such pu lications reflect early ideals and aspirations. It was carefully consider whether it would be desirable to have a magazine to which membe might contribute the results of their study and reflection, partly for the own stimulus, partly for the benefit of possible readers. The su gestions are so soberly made as almost to provoke the mirth of modern, until quick reflection checks up on the poverty of the i tellectual resources of the greater part of the country then and th attendant hunger of the people for interesting and instructive readin But the expense of publication was found prohibitive, and the pl also considered for a supplement to an established periodical did n work out except in the case of the short-lived experiment of *The Ne York Literary Gazette* and *Phi Beta Kappa Repository* in 1825 and 182

The purpose of the first college fraternity magazine destined to ha a continuous existence was clearly set forth in a preliminary circula

This paper will not aspire to the position of a literary periodical b will be simply the official organ of the presiding chapter—a mediu of correspondence between chapters, and a means of keeping brig among our alumni the memories of college life, letting them see whe friends and classmates are, and that the boys are encouraged by the success to make more strenuous efforts.

With slight modifications that paragraph has remained an expression f the plan and scope of a fraternity magazine. The presiding chapter ong since gave place to more effective machinery; but the four prin-ipal functions of a fraternity magazine are still recognized (1) as a nedium of administrative announcement and appeal; (2) as a clearing-ouse for chapter news; (3) as a reporter of achievement by members vhich brings pleasure to old friends and honor to chapter and frater-ity; and (4) as a means of stimulating to greater effort the wearers of ne badge, whether still in college or out on the front lines.

As fraternities differ widely in origin, environment, ideals, and mem-ership types, so fraternity magazines must vary widely, with the added lifferentiation due to editorial policy and approach. The fact remains, owever, that the fraternity magazine is a highly-specialized publication vith the interests of its supporting organization always paramount.

With that thought in mind the magazine should be the medium of ecord for the fraternity, reclaiming for each college generation some-hing of the history of the past years; calling to attention the achieve-nents of members of the fraternity in connection with the world's vork; noting the passing of those who, in college days or in active ife brought honor to the badge; recording the incidents, the personal listinctions, the chapter victories, the alumni gatherings, the sentiment nd story which combine to make the annals of a college fraternity.

HOW TO START—WHAT THE NEW EDITOR MUST LEARN

By LELAND F. LELAND

Editor of "The Teke" of Tau Kappa Epsilon

"The difficulties of the new editor are not insurmountable if he comes to his task with a willingness to learn, a keen mind, and a capacity for work"

"HOW shall I proceed? What is the first thing I must do? What must I learn?" are typical questions that the new fraternity editor ll ask when elected or appointed to his post. If he is a college-ined journalist who has had experience on the college publication, has other editorial qualifications, his job will not be as difficult he at first fears with his editorship looming large and difficult before n. But if he is a lawyer, a chemist, a doctor, or in a field totally like that of journalism, his task will not be so simple.

His difficulties, however, will not be insurmountable, if he comes th a keen mind, a willingness to learn, and a capacity for work. must be willing and able to devote the hours necessary to his task he is to be successful, and he must not expect to publish an issue h a minimum amount of work; for if he does, his product will show results of haste, lack of attention, and thoughtlessness. For in no er field does the product stand forth in the spotlight of public ex-ination as in the magazine. You have heard it said that the doctor ies his mistakes, and the clergyman soothes his with "holier-than-u" words. Not so with the editor.

Let us say then, that you come to your new job with a willingness learn and a capacity for work. First, you will acquaint yourself with r fraternity's history. You can learn this best, not so much from ding a published history in book form (if your society has one),

as from a careful reading of the bound volumes of your fraternity's magazine. In it you will find freshly expressed the trials as well as the achievements of your group.

Having mastered the history you will want to fix firmly in mind the internal and external policies of your fraternity. Discover the attitude of your group toward chapters, toward its undergraduates and graduates, and toward other fraternities and sororities. These facts your executive secretary or president can give you. You will want also to educate yourself in your fraternity's traditions, lore, and unusual data, so that you may work them into articles later on.

With these facts firmly fixed, your next step will be to decide what is to be your own editorial policy. You will do well to publish your own rules of order and your platform in your first issue, and you can well afford to refer to it periodically so that it will be fresh in the minds of your readers and yourself. In general your own policies will coincide with those of your society, although the courageous editor will not agree with what he considers bad fraternal policy. The wise and resourceful editor will not tolerate measures which are injurious to the welfare of the whole.

Your third step will be to acquaint yourself with the noted men whose exploits make such interesting reading. Stories of the lives of men closely connected with the fraternity will inspire your readers, and articles about men successful in the business and professional world always make fascinating reading to those who have not yet arrived at the pinnacle of success.

In the process of this research you will discover that your source of material lie in various strategic centers of the United States. If your fraternity is a middle western society, your biggest men and your most important fraternity center will probably be in Chicago; if an eastern group, New York will be the center; if far western, your focal point probably will be San Francisco, Los Angeles, or Seattle. If a representative national fraternity, all of these and other large centers will become foci.

The next step will be to secure the assistance of competent journalists in these spheres of influence who will become your assistant editors and who will secure "tips" for articles, who will write news stories, and who will undertake your assignments.

With these editorial organization duties out of the way, you will ask ur treasurer for your budget. Few indeed—and fortunate—are those itors who have no financial limitation set upon them. Knowing your ealth, you will decide whether or not your issues are all to be of uni- rm size or whether certain issues will be larger or smaller than others. ıe actual number of pages will vary with the cost of printing your agazine, the number of photographs purchased, and the number of ts (engravings) used. The aid of a good printer therefore is in- luable. Contacting a competent printer is therefore the next step. our printer can be of tremendous service to you, and the majority those who will take your business will give you valuable suggestions. ıe size of your magazine will depend upon the above factors and the inting contract that you secure.

If it comes within your province to change the name of your pub- ation, adopt a new one that will be original, striking enough to be membered, and distinctive. If possible, adopt a one-word name (ex- llent examples are *Time* and *Fortune*). In the last degree it should, course, be typical of your fraternity. It may also come within ur province to determine the dimensional size of your publication. ou may want to enlarge your page size or it may become necessary to duce it. The majority of publications use either the 6x9 inch or the ¼x10 inch size, although 8½x11 inches and 9x12 inches are by no eans uncommon. The smaller size allows for more compactness, es not clutter up space and gives the feeling of greater informality, ile the large size allows for greater ease in makeup and some onomies in binding.

Having secured your printing contract, you will be able to determine ır pagage (i.e., total number of pages) and you will be ready for e actual work of editing. Before you begin, however, it is im- rtant, though not absolutely necessary, for you to become conversant th printer's terminology. It puts you on a better footing and enables ı to translate into the language the printer understands best, exactly at you wish to incorporate in your magazine. Complete explanations the most used printer's terms and a glossary of these terms will be nd on page 99.

Now you are ready to begin. But there are related subjects that o need to be covered. Occasions will arise when you will want good

photographs which cannot be supplied by your fraternity. The many photographic services are reliable. The majority of pictures are sold for $3 each and are supplied in an 8x10 inch size. Pictures on nearly every topic and of nearly every well-known face can be secured. The leading and best known syndicates are:

Underwood and Underwood, New York.
Pacific and Atlantic Photos (P & A), Chicago or New York.
Harris and Ewing, Washington, D.C.
International News Reel Photos, New York.
Times Wide World, New York.
Publishers Photo Service, Inc., New York.

These picture syndicates will send you any number of desired photos on approval, provided those that you do not wish to purchase are returned within a reasonable length of time, usually ten days. These photos are copyrighted, and your purchase of the picture entitles you only to *reproduction rights* in your own magazine. You do not actually purchase the scene or picture. For that reason you will be required to give the photo owner a credit line beneath the cut, and you must not loan the photo for reproduction in any other periodical or magazine.

You may wish to borrow cuts occasionally, particularly if you desire reproductions of college buildings and campuses. In general there are three sources at your command:

1. *The Campus Publicity Director.*
2. *The College Alumni Publication.*
3. *The College Annual Office.*

Now comes that important question of how to keep interest 100% high, a question which will challenge your best efforts. These rules will help you:

1. *Make your articles sparkle with human interest. Be concrete.*
2. *Make your copy easy to read. Put it in the language of the college man so that your brother will understand.*
3. *Be brief. Tell your story. Don't write to fill space.*
4. *Place important material first. Place the directory in back.*
5. *Write good complete headlines that summarize, analyze, suggest or intimate the subject covered by the articles.*
6. *Use good pictures with cutlines that are complete and descriptive.*

The matter of magazine or journalistic ethics and amenities must ceive your closest consideration. Just as you owe society a certain for- arance and courtesy if you would live peacefully and be respected, you must observe certain rules of courtesy, consideration, and tact in agazine editing. One of the most flagrant violations whose abuse rely irritates the average editor is the "lifting" of copy from one agazine and reprinting it in another publication without the *usual* edit line. It is well to receive permission to reprint first, and then to te in your magazine in connection with the article, "Reprinted from e *Salter* of Upsilon Omega," or "Courtesy of the *Omicron Owl,*" or nply "From the *Delta Dabbler.*" This rule also applies to borrowed ts. Unless the editor specifically suggests that you need not observe e credit line, the usual courtesy line under the cut should be given.

The fraternity editor should always insist upon receiving page proof om his printer and reading every line himself. He should not de- nd upon others, usually uninterested, to check every word, every fact, ery name, and every picture. This you should do to guard against rors. Accuracy should be your first principle. Nothing is more noying than to find one's name misspelled. Names, facts, and places ould be carefully traced to their source; an editor's constant guides may ll be the dictionary, *Who's Who,* the fraternity directory and history, e *United States Postal Guide* (for the names of cities) and an almanac. While an editor's most important physical equipment is a paste pot, ssors, and a pica ruler, they should not be his chief aids in editing. ip sparingly; work up your own articles. If you must clip, try to ve the clipping a local angle that will refer to your own fraternity.

Watch your fellow editors and the editors of national magazines. any "tips" for features can be obtained from a careful reading of e exchanges that come to your desk and from the current national pub- ations. Work and work hard, read much and widely, use your ains—good advice to follow. Be consistent, persistent, and keep your rit young.

THE MATERIAL FOR THE FRATERNITY MAGAZINE

By CECIL J. WILKINSON

Editor of the "Phi Gamma Delta"

"This chapter seeks to catalog some hints picked up at random from the experiences of the noble gentlemen of the Greek-letter press"

FIRST, catch the rabbit.

That imperative initial step in the preparation of a rabbit stew, as t forth in the quaint old recipe, fits precisely the case of those brain-ll-perspiring cooks whose function it is to get ready for the gluttonous aws of mechanical type-setting devices the salmagundi of copy—and ll more copy.

First, get the material. The ingredients of an up-and-coming frater-ty journal do not—if, analogically, we may skip blithely from fauna .e., rabbit) to flora—grow upon a fragrant honey-suckle bush just tside the window of the editor's sanctum, there to be his for the ucking. They must be gone out for—just like a varsity letter.

How?

The ways are devious. This screed does not purport to be an ex-ustive dissertation upon methods. It seeks only to catalog some hints cked at random from the experiences of the noble gentlemen of the reek-letter press.

One of the best ways to obtain material regarding the brethren is have a regulation form for soliciting news items. This blank can sent out with mailings from the central office. Several fraternities billing their alumni for graduate dues make the request form a rt of the bill, and appeal to the recipient to send in information re-rding himself or his confreres in the bond. These items range from tes of births, marriages, and the like, to "tips" that frequently re-lt in leading articles. (Incidentally, the mortality among college

engagements being high, more than one Hellenic palladium declines to print anything short of marriage!) If these forms can be placed in the hands of the membership at least twice a year, they will generally bring in enough returns to provide a substantial part of the important personalia department of the publication for a whole year.

Another method of approach is the frequent use of a whole page in the magazine at frequent intervals upon which space is provided for sending in notes. Such headings as "Your Own Page To Edit" are seductive.

The daily press is a prolific source of material. To make the greatest use of this medium the editor should familiarize himself with his membership, especially those prominent ones whose names are found frequently in dispatches. Many readers of the magazine can be taught to become members of a Scissors Club and to send in clippings from the magazines and local papers. Some of them have been known to be thoughtful enough to give the name and date of issue of the publication. A number of the Greek-letter magazines devote entire departments to reprinting clippings regarding the brethren, especially when the items have an unique news twist, such as a 13-spade hand in a fraternity house bridge game, the naming of more than one brother in the same dispatch, or a good story of some chapter house mascot.

The greatest problem the Greek-letter editor has to face is, of course, the chapter letter. Some of the magazines issue one call for these communiqués from the undergraduate firing line, and if the chapter fails to respond, consider that it is the chapter's loss, not the magazine's. Others follow up their first requests with other letters, often resorting to fines for failure. At least one editor has been known to wire collect to the delinquent chapter until the letter is forthcoming.

Tucked away in an obscure place in some of the chapter letters are items that are veritable "front-page" material, such as, for example, the election of an alumnus of the chapter to a high office. The alert editor will seek diligently through these letters for such "tips." The graduate association letters are frequently replete with leads to very good copy.

Among the editors of the various fraternity publications today there is a pleasant camaraderie that frequently results in the sending of items and clippings to the editor of the magazine of the fraternity of the person mentioned in the item or the clipping.

ipping bureaus, generally speaking, are of little value to the fra-
ty editor, because the bureau seldom is able to connect the subject
ne cutting with a specific college fraternity, unless the fraternity
entioned in the item.

draw the fraternity as a whole into the rôle of assistant editor,
ous quantities of sugar are needed. The by-line is a seductive
rarium, and some magazines regularly publish a list of those who
contributed to the issue or credit the sender of the item.

one alumnus from each chapter who knows the personnel of the
ter through succeeding generations can be persuaded to send to
ditor a copy of the alumni publication of the college with the names
ne members mentioned marked, another good source of material
been tapped.

ne historian of the fraternity is a steady fount of information, if
erly cultivated. These historians are generally diligent diggers into
omb of the past and can be counted upon for good "filler" copy
most any time.

number of the magazines publish the fraternity scholarship ratings
ne institutions in which they have chapters. In this case it is a
y good idea not to depend too much upon the undergraduate chap-
to send in the data, especially if the midnight oil has not been
ing in the chapter. Almost any college office will be glad to place
nagazine upon its mailing list to receive the ratings, and the Inter-
rnity Conference's bureau can likewise furnish the material.

l of Greece is not Athens. Many a splendid idea is to be found
e magazines of the other fraternities. Virtually every Greek-letter
cation has an exchange department, and questionnaires to determine
r interest in many cases have revealed the fact that the members
ne fraternity like to look over the castle wall to see what the lords
door are doing. Besides, a story of a certain sort in the *Alpha*
a Quarterly may be developed for the *Beta Beta Monthly.*

e Interfraternity Conference committee on information can be
ed upon from time to time for releases of interest, and every
should "cover" the Conference himself for his journal.

e symposium always makes good copy. Widespread interest is
ably evinced in a cross-section presentation of views on such sub-
as "What Can We Do To Interest Our Alumni?" "What of Ex-

tension?" "Is Hell Week Passing?" "How We Improved Scholarship," "My Most Interesting Fraternity Experience."

Interesting educational experiments should have news value in any fraternity magazine. The Wisconsin experimental college, the rise of the junior college, the Cathedral of Learning at the University of Pittsburgh, the restoration of Williamsburg, Virginia, ancient seat of learning—all these are lively topics that elevate the quality of the pabulum served out by Greek editors.

A knowing editor will have a select list of correspondents in various sections of the country—persons who have a flair for writing. Some of the brethren should never be asked to write up someone, for their product is quite likely to be a dreary recital of biographical details. Other fine Italian hands can take the same subject and fashion a mosaic of reader interest that will catch some of the personality and romance of the brother who is being escorted to his *fauteuil* in the order's academy of notables.

The modern fraternity magazine runs strongly to the pictorial. Every well-planned editorial office should have a morgue. One fraternity has tried with successful results the plan of giving its membership list to a nationally-known photographic concern. In return this concern has furnished glossy prints of the members, without cost either to the magazine or the member. Every editor should familiarize himself with the names and addresses of the standard news pictorial services, such as Underwood & Underwood, Harris & Ewing, Times Wide World, Acme et cetera. These services are prompt in filling orders for pictures.

In the morgue should likewise be filed proofs of cuts already in the possession of the magazine, for any brother is likely to be pictorial copy at almost any time. Many alumni magazines and all of the fraternity magazines are quite willing to lend cuts to the Greek-letter editors.

In the library of the fraternity editor, along with Roget's *Thesaurus* should be a reference shelf, including *Who's Who, The Army Register, The Navy Register, The State Department Register, The Congressional Directory, The Postal Guide, Baird's Manual,* Robertson's *American Universities and Colleges,* and other encyclopedias of personalia.

There is, of course, no royal road to editing a fraternity magazine. Each issue represents real effort. But if some of the foregoing hints are followed there may possibly be less tearing of hair when the deadline draweth nigh—as deadlines, curse 'em, have a way of doing.

EDITORIALS: AN OPPORTUNITY

By GEORGE STARR LASHER

Editor of "The Rattle" of Theta Chi

"I believe fraternity publications ought to aid the college to do its task—to train the intellect, inspire high ideals, and develop the social individual"

BECAUSE I believe that fraternities are integral parts of the educational system, I believe fraternity publications ought to play a very finite rôle in aiding the college and the university to do their manild task: train the intellect, inspire high ideals, and develop the social dividual. It is easier, of course, to edit a mere news publication and depend upon occasional contributors to stimulate thinking and arouse elings. That, however, it seems to me, is shirking one's responsility.

Recently an eminent fraternity leader made the statement that today urches, the Y.M.C.A., and others religious organizations are failing colleges and universities to meet the spiritual need of students, and eir place in that respect is being taken by fraternities. Whether this servation is entirely or only partly true, it places an obligation on e fraternity editor, for through the persistent use of the editorial lumns much can be done in contributing to the spiritual welfare of aternity members. It is obvious that the college fraternity today is e finest possible laboratory for testing out the entire philosophy of otherhood. It is essential, however, that members be made conscious that fact and encouraged to do their share in working out the valuable periment.

This challenge to the fraternity editor, for it is nothing else, ought make the editorial section the most vital to be found between the vers of the publication. It ought to spur one to write so that most oughtful reading will be assured, so that right thinking and right ting will be stimulated.

But, argues the cynic, no one even reads editorials, let alone paying any attention to them. My reply is: the editorial that isn't read isn't worth reading. Fraternity editors are faced by the keenest group of readers to be found—college men, men who represent every section of the country, yet have much in common, men who have been selected because of personality, of ability, of potential leadership. They are alert, discriminating, yes, serious minded beneath their veneer of collegiate sophistication. To be sure, they will not read editorials, or anything else voluntarily, that does not offer the possibility of being interesting. They have the ability to think; they are acquiring a background to aid them to think; they have the courage to think. Our duty as fraternity editors is to take advantage of this situation and to encourage, even compel them to think. A thought-provoking editorial will be read and will be discussed, cynics to the contrary.

Editorial policies and editorials *per se* are what give publications their real, inherent individuality. It may seem presumptious, therefore, for one editor to outline a program, or present suggestions to other editors, whose needs, desires, ideas, and points of view may be markedly different. Perhaps the wiser thing then is to give one's personal attitude and preferences, not so much with the idea of effecting conformity as to present a challenge, thus stimulating reactions and bringing about a mental process of testing the ideas, or at least evaluating them. If what follows is read in the spirit of "this is the way the writer likes to do the thing," rather than "this is the way the writer thinks you should do it," the reader will understand the intention back of the discussion.

Since pioneer days of publication, editorials have had their place, though most editors have had periods of honest doubt as to whether the space might not be put to more profitable use. Some editors have boldly abolished editorials as a regular feature, resorting to them only in case of some emergency. They thereby gain emphasis for the few things discussed and save themselves much mental labor. Of course, such a policy is an admission that the editor has but few things to say and doesn't care to exert himself to develop ideas and think through problems.

It seems foolish to say that the first thing for an editorial writer to do is to have something to say. No one can read many publications,

owever, without finding plenty of evidence that writers often have no npelling urge to write, but feel a necessity to fill a certain amount of ace. I believe it is desirable to have editorial discussion in each sue of a fraternity publication, but I also believe that it is wiser to fill at space with something else rather than to be responsible for litorials that say nothing, or are so sloppily written that they are ob- ous space fillers. Surely there can be no excuse for a fraternity editor cking "something to say" with the countless problems of the college assroom and the campus, the chapter house, and the relationships of umni before him. The matter then becomes a question of attitude nd method.

First, let's make the editorial section really editorial, keeping it free om news announcements, instructions and pleas to chapter corre- ondents, reminiscences, funny stories, and miscellaneous comments. n some publications the editorial section seems to be the "catch-all." Its gnity, reader interest, and general effectiveness thereby suffer.

Second, let's be courageous. Elbert Hubbard once wrote a wise pre- ription of a person who wants to escape criticism: do nothing, say othing, be nothing. The writer of editorials who does not arouse iticism, antagonism, even anger, is wasting space. College men who e worthy writing to and for are not interested in "all's right with the orld" comments, mutual admiration societies, and "for God, for ountry, and for dear old Yale" pabulum. They want weaknesses to e exposed, evils to be attacked, dogmas to be questioned. They are ot afraid to think, and they need to be encouraged to think through a ing to the very end. It isn't important that they agree with us; it is nportant that they be forced to defend mentally their ideas, preju- ces, convictions. Of course some will be made uncomfortable; me will be angered. It often takes courage for an editor to shock aders into thinking, but that is his obligation.

Third, let's deal with the concrete in a specific way. Let's not preach out loyalty to alma mater. Let's say to the undergraduate you are llow if you let your parents send you to college and you shirk your assroom obligations instead of doing to the best of your mental ability e task you came to college to do. Let's not write vaguely about fra- rnity men being men of honor. Let's say that fraternity men and fra- rnity chapters who violate a "gentlemen's agreement" in the way of

rushing regulations are not only sneaks but cowards, unwilling to meet fair competition. Let's not remind members of their fraternity obligations in a general way. Let's say that any one, alumnus or active, who is responsible in any way for the drinking of liquor in the chapter house is disloyal; let's say that the man who doesn't pay his honest debts to the fraternity is unworthy to remain a member.

Fourth, let's make editorials personal, not necessarily by the use of the personal pronoun, but by the positive character of our statements, by the fervor of expression, by the force born of honest belief or purpose so that the reader will feel an individual has been writing to him directly. Whatever may be the merit of impersonality in newspaper editorials, there is no need for that impersonality where the writer and readers are fellow members of a brotherhood with similar experiences, ideals, and hopes as unifying elements. One ought to be able to talk to his readers "with all the frankness of a blood relative" and with as much directness.

Fifth and last, let's be ourselves, expressing honestly our ideas. Editorials are the expression of personal opinion, the opinions of the editor. Back of them should be the integrity, the conviction, the character of the writer. The style in which the opinions are expressed will vary with the individual, but whether they ring true will be determined by whether or not the writer thoroughly believes what he is writing.

SHALL THERE BE CHAPTER LETTERS?

By GEORGE BANTA, JR.

Editor of "The Scroll" of Phi Delta Theta

"There are definite reasons why the chapter letter deserves a preferred place in your magazine, and it should not be eliminated without careful consideration"

THERE comes a time in the life of every fraternity editor when he asks himself the question, "Shall there be chapter letters?" It ay come early in his experience, or it may come late, but inevitably it mes. The occasion may be a surplus of attractive material, more at-ıctive perhaps to the editor than the more or less monotonous chapter tter, or it may be the pressure of a budget which makes necessary the mination of something, and that something might just as well be the apter letter as some pet material which the editor has been working .

But—and the word looms large—there are definite reasons why the apter letter rates a preferred place in your table of contents, and it ould not be eliminated without the most careful consideration. This apter is written to attempt to show why the chapter letter in some rm or other should be retained.

The first fraternity journal was started by the general secretary B Θ Π to circulate efficiently his communications to his chapters. ıe initial point of evolution came when the chapters themselves de-ed to learn about the activities of the other chapters, and a brother ıs named from each chapter to write a regular report for every mber of the magazine. This material made up the bulk of the blication, except for a few poems, and essays, and some voluminous itorials. Transportation and communication were much more diffi-lt than they are now, and the chapter letters were the only way

that the fraternity at large could be informed of the activities of the different chapters.

As a matter of history, these early chapter letters tell in a vivid way the fraternity situation of the times. It is doubtful if any other medium could have given us such a clear idea of the atmosphere. Some extracts from my publication of 1874 may serve to illustrate. I quote from the *Scroll:*

LAFAYETTE COLLEGE, November 10, 1874

"Lafayette is enjoying her usual quiet and repose, and each day the sun gilds the hilltops and spires of our town, does but work another step in her advancement. Fraternities are flourishing. The Δ K E's are as treacherous and deceitful as usual, and about as far down in the scale of popularity. The Φ K Ψ is flourishing, and they deserve it, for generally they are good fellows, although, like all other communities of Adam's sons, they have an occasional black sheep. We would ask our brothers when they think of Pennsylvania A to remember that she was started in the midst of great difficulties. We fondly hope the present and past are but faint harbingers of what she will one day become.". . . .

FRANKLIN, INDIANA, November 17, 1874

"There are three fraternities at Franklin College—viz: two Greek, the Φ Δ Θ and Δ T Δ, and one half-breed affair the O.P.G. We have eleven active members, having taken five this year and will initiate another sometime during the present month. The Δ T's have taken but two men this year, one of whom we rejected. For the past six months they have been bragging about how fine they were going to make their hall. Without any fuss whatever the Thursday before the holidays we raised $51.50 among our active members and the next day $10 more.". . .

"Φ K Ψ still sticks to her motto, 'numbers not men,' having some twenty of the former. B Θ Π has ten men and is reported to be on the decline. Σ Δ has seven men and Φ Γ Δ three. We are trying the benefits of chapter correspondence and recommend it to sister chapters."

To the fraternity man of today these letters sound very ridiculous, but they were true to their time and illustrate the difference in the feeling between fraternities then and now.

The value of the chapter letter is that it gives each chapter an opportunity for expression; an opportunity to tell its alumni and other

apters what it is doing. It gives active members a chance to read hat other chapters are doing, and often spurs laggards to action by citing their pride. It gives recognition to worthy brothers, and lps to stimulate alumni interest, thereby increasing attendance at home-ming, commencement, and other occasions where the attendance of umni is particularly desired. And it does leave an interesting chrono-gical history in the bound volumes of the magazine.

If we are to admit that it has value, then we must consider how actical it is to print chapter letters in the modern fraternity journal. the chapter editor or correspondent is allowed to pursue his own urse, his contribution will be filled with much useless information d many unnecessary and undesirable superlatives. This has been ne of the principal arguments against the chapter letter. The inspired rrespondent would start out: "After the most strenuous rushing week er held, Alpha Beta chapter has pledged ten of the very finest men that er entered Squeedunk College." He would continue in the same in for several pages. Most of the chapter editors at his institution ould give the same report. The result is obviously ridiculous and e printing of such material a waste of valuable space and money.

The first reaction to this sort of thing was: "Let's abolish it." Some d, but most of those who did have had to return to chapter news some form. Some editors write it themselves in news form from e information received from the chapter and try to vary its style by iting typical newspaper heads for each chapter. Others compromised omitting the chapter material from certain issues. Still others have ven up in despair and have allowed the active correspondents free n in their department.

Some of us who are connected with particularly large fraternities e confronted with an economic problem with respect to the chapter ws. And we have solved it for the time being by encouraging chap- reports in every issue, but we have cramped the style of the active porter by limiting his words and the subjects he writes about. e send the data sheet, illustrated on page 25, to each reporter, and all has to do is to follow its printed instructions and return it at a speci-d time. Instead of saying "Alpha Beta chapter takes great pleasure in troducing to the fraternity at large so-and-so and so-and-so," he erely gives the names and addresses of new initiates in the space

provided for that purpose. The chapter reporter is encouraged to send in material of real news value in addition, but he is warned against superfluous words, too many nicknames, and slang.

We have continued the chapter letter in a modified form because we have been convinced that there is a demand for it in our fraternity. Many of our readers tell us that the first thing they read in our magazine is their own chapter news and then the news of their neighboring chapters. We believe that it loses some of its effectiveness if it is not published frequently, and while our stereotyped format may make for monotony, it is necessary for economic reasons.

Following are instructions for *Scroll* chapter reporters contained on the reverse side of the instruction sheet pictured here on page 25:

INSTRUCTIONS FOR FILLING OUT DATA SHEET FOR CHAPTER REPORTERS

1. Use a typewriter if possible; if not, print proper names.
2. Write in clear news style. Tell all there is to tell but do not embellish it with slang or unnecessary phrases. Be brief.
3. Spell out the word Brother and use Greek letters when speaking of Φ Δ Θ or other fraternities. Spell out the name of your chapter, viz., Nevada Alpha.
4. Do not use too many nicknames. *The Scroll* has always prided itself on maintaining a more or less dignified standard.
5. Use no abbreviations. The Editor has to rewrite your copy if you do.
6. Under the headings "Phikeias" and "Initiates" list only names and if possible addresses of Phikeias. Do not say "Borneo Alpha announces with pleasure the pledging of" or "Panama Beta wishes to introduce." They are superfluous.
7. In mentioning an alumnus always give his class thus, '17, after his name. If he comes from a chapter other than your own, give the name of his college not his chapter.
8. Do not boast. Being Phi Delt Chapters we know that you pledged the best men on the campus, but it isn't best to say so.
9. If it happens that you have too much news to enter under any one head use another sheet but preserve the same general order of items. Avoid this if possible by being brief.
10. Remember that the other side of this sheet is printer's copy. The monthly *Scroll* makes for a lot of work so if you will do your part right the first time you will lighten the Editor's burden. Above all, be brief.
11. Send this sheet, after you have filled it out properly, to GEORGE BANTA, JR., MENASHA, WISCONSIN, so as to reach him by the tenth of the month preceding date of issue. This does not mean the eleventh or fifteenth.
12. Material for annual football article with photographs should be in the Editor's hands by December first; basketball, February tenth; oratory and debate, March tenth; and scholarship, announcing Phi Beta Kappas, if any, April first.
13. If a member of your chapter, either active or alumnus, or any Phi in your community, achieves prominence in any line, secure a write-up and send it, together with a photograph, to the Editor of *The Scroll*.

Read Instructions on Reverse Side Before Filling Out

THE SCROLL—DATA SHEET FOR NEWS NOTES FROM ACTIVE CHAPTER REPORTERS

NAME OF CHAPTER _____ NAME OF COLLEGE OR UNIVERSITY _____

Phikeias:

Initiates:

DATE

Chapter House Improvements:

Campus Activities:

Social Activities:

Chapter Visitors:

Alumni Personals:

THIS IS A SPECIMEN OF THE PHI DELTA THETA *Scroll* DIRECTION SHEET FOR PREPARING CHAPTER LETTERS

BUILDING INTERFRATERNITY AMITY

By HARVEY L. RENO

Exchange Editor of "The Palm" of Alpha Tau Omega

"The Exchange department has been one of those influences that has materially assisted in molding and unifying Interfraternity good-will"

MANY years ago, the editor of the *Chi Phi Quarterly* in an editorial entitled "A Common Cause" said: "Forty years ago the valry between fraternities was not characterized by that bitterness hich now exists, and which is largely brought about by the mul-licity of these organizations. . . . But the feeling, if not passing ay, is at least becoming less intense. . . . Fraternities are learning respect each other. They are beginning to recognize the catholicity a common cause, to learn that in union is strength."

Simultaneously, the editor of *The Shield of Phi Kappa Psi* said, here is nothing connected with college life that has undergone radical a change as the character of fraternities and their attitudes ward each other. That the condition of affairs is beginning to be ferent, is due to several causes, chief of which are the frequent nventions and the establishment of fraternity journals. . . . We lieve that no fraternity can afford to be without an organ, and we uple with that statement this additional one . . . no fraternity can ord to have an organ which is not reliable, in good tone, and suffi-ntly ornate to escape being denominated common."

Today, editorials of this kind are distinctly out of place. In the an of a half century the fraternity system has undergone radical anges through local, district, and state Panhellenic efforts; the ganization of the Interfraternity Conference; the exchange of speakers national convocations; the friendly editorial policies of the various

fraternity journals; the publication of *Banta's Greek Exchange;* the broad and sane policies of exchange departments and lately the organization of the College Fraternity Editors Association. Through a half century, the bars of hostility have gradually been lowered; unfriendliness has been alleviated; antagonism is a thing of the past, and harmony, peace, good-will, and cohesion in the attack upon common problems and friendliness one with the other are a part of the new day in collegiate fraternalism. Gradually, through the instrumentality of many agencies, a structure of interfraternity amity has been built. Fraternalism is moving forward to a common goal with unselfish motives.

The exchange department of a fraternity publication has been and is an influence that has assisted materially in molding and unifying interfraternity good-will. For more than a half century, the leading Greek fraternities have devoted a portion of their publication to the exchange department. Through its columns of news items of general and particular information about their contemporaries, a spirit of good-will has come about, mutual understanding of problems common to all has been created, resulting in a combined attack that has assisted in raising the standards of the fraternity system in all realms of undergraduate and graduate life.

The belief is current that an exchange department, as a medium of exhibiting the various ways in which fraternity problems present themselves to the members of other fraternities, and especially to the editors of magazines of other fraternities, may be very valuable, not only as a means of stimulating the different societies, but also with a view to a better understanding of fraternity differences. An attempt is therefore made to determine just what should be included that will be interesting, not only to the fraternity world at large, but to the membership of the individual fraternity itself. The latter is the real test of the value of the project.

The editorial policies of the two hundred fraternity and sorority magazines vary. The majority make some attempt to include in their journal a Greek-world department. How efficient such a department is depends upon the "price to be paid" attitude of the association in charge of the department. It is the one department which calls for hours of patient reading, checking, reviewing, research, and editorial discernment. An exchange editor must not only be a student of his

rn fraternity, but a savant of all. He must not be biased by the ccesses or failures of his own organization in constructing his monthly, monthly, or quarterly department, but must be tolerant toward all. With a half century of precedents to follow, the exchange editor gins the task of creating a department. Facing the reality of his dertaking, he glances through the various journals as they come him. He must decide quickly what to include and what to exclude. he law of selection plays a large part. We believe a readable de-rtment should include a record of:

a. Growth of the Greek World.
b. Acquisition of new homes.
c. Tragedies—fires, thefts, and so forth.
d. Personalities of other fraternities.
e. Historical facts.
f. New publications.
g. Deaths of prominent alumni.
h. Rushing and pledge regulations.
i. Ticker dope—memorials, endowments, gifts, and so forth.
j. Statistics—not too many.
k. Convention actions.
l. Excerpts from editorials.
m. Excerpts of addresses of famous alumni.
n. Some college news.
o. Funnygraphs—sense of humor.

Glancing through the above schedule it is recognized immediately at the outline coincides largely with interest selection of the best ily newspapers. To balance the proportions is an editorial problem ot easily solved. To emphasize one interest at the expense of another ually important is defeating the purpose of the department. At this oint a number of journals break down.

To balance aright the department, some such schedule as that out-ned should be followed. To include all requires editorial discretion d a constant policy of presenting facts in short, concise statements. is therefore unnecessary to play up the historical background *ad itum* of certain events or the psychology of why thus and so was id by this or that person, at the time the statement was made. This especially true in making excerpts from addresses of famous living

fraternity men or from the editorial pages. If the meat is good why bother with the marrow?

It is well, on the other hand, to develop a policy with reference to the material that should not be included. We mention a few:

a. Too much statistical material.
b. Statements calling for unusually extensive historical background.
c. Extensive controversial subjects.
d. One-track presentations—excluding many other important events and viewpoints.
e. Clippings all from one source—stealing of the entire department of another journal.
f. Too much "humorous" material.
g. Reproduction of long addresses in full.
h. Reproduction of an entire editorial.

An exchange department will always give credit to the source of the material from which it is lifted. In presenting facts as such this is unnecessary. When other departments say something apropos of your own fraternity or department, clip to quote in the next presentation. Remember always, that while, of course, your fraternity is the best, the other fellow thinks the same of his.

In the main, exchange material, properly edited, has been an important feature of fraternity magazines ever since there have been enough magazines to exchange material. Throughout the years the exchange department has created a friendly interchange of facts and ideas and has been an important force in welding the fraternities together in a more or less unified spirit of fraternalism paving the way for the Interfraternity Conference, *Banta's Greek Exchange,* and the other numerous interfraternity associations.

WHAT FRATERNITY MEN LIKE IN THEIR MAGAZINE

By J. HAROLD JOHNSTON

Editor of "The Shield and Diamond" of Pi Kappa Alpha

This is the result of a questionnaire which the "Shield and Diamond" sent to its readers in an effort to discover what they liked best

THE question all fraternity editors ask themselves time and time again is some variant of "Shall I print this or not?" And the ond question is like unto it, "What kind of articles shall I try get for the next issue?" No editor has approved the final page ofs of an issue without wondering if he has hit the mark or not.

When the writer undertook the editorship of the *Shield and Diamond* Pi Kappa Alpha in the fall of 1924, he continued the conservative e used during the previous thirty-five years. It was the path of least istance, but serious doubts began to arise in his mind as to the ctiveness of the magazine. After a little experimentation, the staff ned "liberal" and in 1925, several radical changes were made in h contents and format. Letters of approval and disapproval fol- ved, and while those agreeing were far more numerous, those who osed were more bitter.

We determined to find out what a group of chapters liked and dis- ed in their fraternity magazine, and so, following the publication of May, 1926, issue, the staff designed a questionnaire to be sent each pter in an effort to ascertain how well the editorial policy pursued ring the year had succeeded and perhaps to receive some help in mulating plans for the coming year. While this study was made eral years ago, and was reported to the College Fraternity Editors nference in 1926, experience has strongly confirmed the correctness the conclusions reached.

The questionnaire was couched in general terms. No suggestions

of any kind were given. Thus all of the replies represent things of particular interest to the replying chapter. This should be kept in mind in evaluating the results. We might have asked, "Do you like (or not like) pictures?" Obviously the answer to such a question would be "like," 100 per cent, but when without a hint or any mention of photographs, 55.8 per cent of the chapters said they liked the pictures then we know that the larger number used during the past year hit the mark.

Every question was not answered by every chapter. It may not be fair to assume that no answer meant complete satisfaction, but at least the dissatisfaction was not strong enough to provoke comment. The letter accompanying the questionnaire asked that the answers be determined in chapter meetings. Two stated specifically that the answers were the personal opinions of the writers, but in each case he believed that the chapter would concur. Some comments are meaningless, but in each case the exact wording is given.

Forty-nine chapters out of a total of sixty-nine, or 71 per cent, responded. This was a good average, for colleges were approaching final examination and commencement time. At all events it was a large enough reply for our purpose.

The first question, answered by only 16 of the 49, or 32 per cent, was "We do not like the following." The dislikes were as follows:

Cover (four said this).
Grouping titles at the bottom of pages of pictures instead of placing them under each picture.
Shortening titles to pictures too much.
Type used in heads.
Lack of literary effort.
Style of binding.
Placing alumni news and letters in the back of the issue.
The "Outlaw Chapter."
Failure to recognize good feature stories sent in by our correspondent
Use of pictures not directly concerned with Pi Kappa Alpha such as pictures of sisters of Π*'s.*
The "Our Neighbors" section.
Not using two pictures sent in voluntarily by us and one picture specifically requested by the staff.
The "25 Years Ago" section.

Grouping of pictures from different chapters on the same page.
Printing chapter and alumni news in small type.
Listing chapters but not the schools having chapters.

The amazing thing about these complaints is that with the exception the cover, no two chapters complained about the same thing and ly a third of the chapters had any complaint at all. Note that seven re criticisms of editorial content, four of mechanical production or angement, two of "sore heads," and one is not intelligible.

It might be well to explain here that the "Outlaw Chapter" is our olyum." It is written in a witty, satirical vein with the serious purpose attempting to correct by poking fun. The "Our Neighbors" section he news of the interfraternity world. The "25 Years Ago" depart- nt is clipped from the *Shield and Diamond* of that period. "Good ings To Try" is a department for chapters and chapter officers, and ersonalities" is a news column.

In tabulating the answers to the next three questions, we have in- ated in Column A the number of chapters mentioning the specific m indicated; in Column B the percentage of chapters answering the stion and mentioning the item; and in Column C the percentage of cific items mentioned out of total answers to questions.

Question No. 2, "We do like the following," was answered by 43 the 49 chapters or 87 per cent. One hundred twenty-eight specific nments were made as follows:

	A	*B*	*C*
tures	24	55.8	18.7
tlaw Chapter	14	32.5	11.0
icles about alumni	11	30.2	88.6
ver	10	23.2	7.8
r Neighbors	9	19.7	7.0
t of initiates	9	19.7	7.0
od Things to Try	8	18.4	6.2
neral arrangement	6	13.8	4.7
torials	5	11.5	3.9
sonalities	5	11.5	3.9
toon	5	11.5	3.9
rational Articles	4	9.2	3.0
ture Articles	3	6.9	2.3
Years Ago	3	6.9	2.3

Each of the following were mentioned by two chapters: news of the chapters (Chapter Letters), adventure stories, humor, size, and map.

Each of the following were mentioned but once: naming chapter not sending in newsletters, articles by other than members of Pi Kappa Alpha, appearance, workmanship, headlines, arrangement of chapter letters, paper, binding, printing, lack of advertisement.

Question No. 3. "We suggest more space be devoted to," was answered by 43 of the 49 chapters, or 87 per cent. One hundred nine specific comments were made.

	A	*B*	*C*
Pictures	17	39.5	15
Our Neighbors	11	25.6	10
Articles about alumni	9	19.7	8
Good Things to Try	9	19.7	8
Humor	8	18.4	7
Personalities	7	16.3	6
Outlaw Chapter	6	13.8	5
Cartoon	6	13.8	5
Editorials	5	11.5	4
Feature Articles	3	6.9	2
About Activities	3	6.9	2

The following were mentioned by two chapters: alumni news and alumni chapters, how Pi Kappa Alpha stands nationally, general news of chapters, and comparison with other fraternities.

The following were mentioned but once: plans for building and managing houses, social activities, editorials by local talent, expansion plans, vocational articles, how other fraternities meet current problems, athletics, chapter news, features of colleges, history, and chapter improvement.

Question No. 4, "We suggest less space be devoted to," answered by six of the 49 chapters, or 14 per cent.

Our Neighbors.
Commonplace items of athletics and of graduate activities.
Trips around the world.
Things other than fraternity news.
Outlaw Chapter.

Question No. 5, "We suggest you include," answered by 17 of the) chapters, or 30 per cent.

Jokes and humor (mentioned six times).
History of Pi Kappa Alpha (mentioned twice).
Literary effort of a limited sort (mentioned twice).
Short stories of college life.
High school record of pledges and initiates.
Pictures of Old Timers.
Chapter feature section.
Activities of alumni.
History of Founders.
Chapter plans helpful to others.
Prominent members of Pi Kappa Alpha.
Features of seniors who graduate.
Questions and answers on history.
Occasional change of heads.
Description of points of interest near chapters for touring brothers.
House number.
Articles about colleges.
Larger book.
Idea exchange for House Managers.
Good chapter activities in the social field.
Hall of fame.
History of some chapter in each issue.
Verse.
News of Grand Officers and Supreme Council

Question No. 6. "We believe you are on the right (wrong) track." very chapter said "yes," 10 or 20 per cent went further and wrote mplimentary paragraphs.

Summary: Combining questions 2, 3, and 5 ("like," "devote more ace" and "include," in other words the things the chapters wanted) d eliminating duplication (some chapters, for instance, said "pictures" nder both 2 and 3, and some mentioned humor under 3, others under and some under both) the following were mentioned by at least) per cent of the chapters:

Pictures	*31*	*61.2%*
Outlaw Chapter	*18*	*36.7%*
Articles about alumni	*17*	*34.7%*

Our Neighbors	16	32.6%
Good Things to Try	13	26.5%
Cover	10	20.4%
List of initiates	9	18.3%
Humor	9	18.3%
Cartoon	9	18.3%
Personalities	9	18.3%
Editorials	8	16.3%
General arrangement	6	12.2%

Here then, we have a good summary of what the members of Pi Kappa Alpha want in the *Shield and Diamond*.

Obviously the brothers like pictures! We use about 75 illustrations to a 148-page issue, and we have used as many as 90, spending up to $400 for the engravings in one issue. Many publications have no pictures at all.

They like our "colyum" for the "Outlaw Chapter" was second with a 36.7 response. The regular cartoon feature is likewise popular. This column is almost a novelty in fraternity journalism for only two or three other magazines have one, but among our readers it has gained real popularity. It is not all nonsense by any means.

They like biography and want to know what the alumni brothers have accomplished, *American Magazine* stuff to a degree, coupled with fraternity pride. Most fraternity magazines play up this part.

They like news of other fraternities. Perhaps less space is devoted to this subject in fraternity magazines than almost any other, and yet we find that our readers want to know what others are doing. They like practical and tested plans for assisting in chapter operation, plans for collection of debts, courses for pledges, how to buy new houses, and all the problems that chapters face.

They like our style of illustrated cover. We have broken away from the conventional style on the theory that a photograph of an action scene—a cover that is interesting and different each issue—invites reading. Incidentally this cover has evoked more comment than any other single feature, even being discussed in several district conventions.

They like the placing of initiates with names of parents, home address, and the preparatory schools, in one listing rather than scattering in chapter newsletters. Not many magazines use this listing method.

We feel somewhat gratified that our editorials received the voluntary endorsement of 16.3 per cent and no complaints or suggestions that the three pages devoted to them be reduced. The editorial section has been a feature for years and has been marked recently by a rather vigorous style.

The low standing of "Personalities" and the "25 Years Ago" sections is undoubtedly due to the fact that these are of interest more particularly to alumni. We were also surprised at the small amount of comment on vocational articles. It may be that these have not been good enough or so few in number that they were not remembered.

The questionnaire brought out one field of activity not explored by the staff. That is the use of jokes or humor. Eighteen per cent of the chapters who answered suggested that we introduce a joke section. The staff, while not unanimous, declines, for we do not feel that jokes, as such, have any place in a fraternity magazine.

It has been the theory of the *Shield and Diamond* staff that a fraternity magazine competes, to a degree at least, with general magazines. If an undergraduate sits down in the chapter living room with a few minutes to spare, or an alumnus in his own home, there may be several magazines on the table. He looks them over and makes a choice. He is looking for something not too ponderous nor too dry. He notes the *Shield and Diamond*. It has an interesting cover showing action or at least several people, so-called "human interest stuff." He thumbs through the copy and a picture catches his eye, or a news head (for we use no label heads) arouses his curiosity. Variety is offered him. Stories of successful men, stories of adventure describing trips to the South Seas, of platinum mining in the heart of the Andes Mountains, stories of accomplishment of chapters and individuals, all written or at least edited from a newspaper reporter's viewpoint.

He finds vocational articles designed to broaden his knowledge and to help him choose his own life work. As a college man he is interested in the traditions of other colleges and he finds a college feature story. Perhaps he finds a purely literary article (I say "perhaps" for we have difficulty in getting them) on an unusual subject such as "Mark Twain as a non-humorist." And if he wants to chuckle, the "Outlaw Chapter" and the cartoon evoke his mirth and at the same time point a moral.

And, of course, he finds serious articles of a strictly fraternal nature, discussion of fraternity problems with news of his brothers, or other chapters and other fraternities and some specific help on things of importance to his own chapter operation. Each year we have chosen some "cause" to champion and agitate. Expansion, for instance, has been a moot question for years, so the staff urged through editorials and articles the appointment of a commission to study the question. The columns were open, of course, to all and a real effort was made to present all sides of the question. A life subscription-endowment fund plan was proposed by the staff and eventually approved. An appropriation to send properly qualified men to interview "old timers" for historical reminiscences was secured and a fundamental change in convention procedure and program is the latest "crusade." A vigorous policy, not inconsistent, of course, with the governing body, seems to give a publication "life."

It is our observation that the response of the alumni to this "new" *Shield and Diamond* is every bit as hearty as that of the undergraduates. While the alumnus may have grown up in a physical sense and while his interests have undoubtedly broadened in scope, we find he is interested in just about the same things in the world of Pi Kappa Alpha as the active. We make it a point to print old photographs and reminiscences of the early days and as many alumni notes as we can gather.

We frankly anticipated opposition from the "old timers," but it didn't materialize. Their comments have shown clearly that they recognize the change as one of progress, and I have had more than one gray haired old chap tell me, as he leafed through a copy after decades of no contact with the fraternity, that he was amazed at the fraternity's growth and progress—a conclusion based entirely on the physical appearance of the magazine and a glimpse of the headlines.

We try, therefore, to publish a magazine written from the human interest side, broad and varied in its scope, attractive in physical appearance, inviting to the eye, one which presents the more serious side of fraternity life and problems in such a way that we have proved to our own satisfaction at least that the *Shield and Diamond* is being read. It is not unusual to get letters asking when the next issue will be mailed, and parents have asked if they too can't be placed on the mailing list. Alumni say it with checks, for about one-third of the living members

are now life subscribers. In fact the strongest proof, we think, of our belief that we are on the right track is that the necessary two-thirds vote was cast on the first ballot in our convention not only to add the cost of a life subscription to the initiation fee but to tax the men then in the chapters for the life subscription price. It's one thing to make the initiates pay for something the active thinks is good for the new men; it's another matter for the actives to vote a tax on themselves.

RELICS OF AMATEUR JOURNALISM

By CHESTER W. CLEVELAND

Editor of "The Magazine of Sigma Chi"

"That professional touch will not be forthcoming in our magazines until we are willing to relegate some of our practices to the 'hell box'"

OBVIOUSLY the chief reason for the existence of the College Fraternity Editors Association is the betterment of fraternity journalism. Despite this canon and regardless of the endless talk on the subject at all of our Fraternity Editors Association meetings, we have done little or nothing to discuss our editorial shortcomings. By shortcomings I refer to the countless policies to which fraternity editors still cling and which will, so long as they are continued, place the stamp of amateurism on our products.

We are generally agreed that the day of the doctor-merchant-lawyer editor in fraternity work has passed on. Realizing that the fraternity magazine is the biggest asset to develop and hold alumni interest, all fraternities whose means permit are securing the services of professionally trained journalists to take complete charge of their publications and develop them to their fullest utility.

Naturally, we want our individual magazines to reflect the standing and the influence and the prestige of our fraternity. Dr. Francis W. Shepardson once said, "A fraternity is judged by its magazine." Using this measuring stick, are you satisfied with the standing of your fraternity?

We want our magazines to have the professional touch—that "it" quality, as Elinor Glyn puts it. We want our magazines to have personality and to embody the best efforts of the printers' craft. We want them to compare favorably, at least in appearance, with the general magazines on our library tables.

That professional touch will not be forthcoming in your magazine and in my magazine until we are willing to relegate some of our current practices to the "hell box."

Here is my list of "relics" of amateur fraternity journalism which, I think, belong in the editorial graveyard.

Acknowledgment of Exchanges—Some magazines still list the names of all exchanges which come to them in the interim between issues. Shades of 1890! The exchange of fraternity magazines is such an old Greek-letter courtesy that it is taken for granted. The listing of exchanges does not have one iota of reader interest.

Instruction to Chapter Correspondents—My pet peeve is the directions to active and alumni chapter reporters which tell the entire fraternity world that the correspondents of the *Journal of Alpha Beta Gamma* must typewrite their contributions, double spaced, on white paper 8½ x 11 inches, one side only, and shall fold the sheet twice before placing it in the envelope with the thumb and the index finger —all of which must be done before September 15. Why inflict this information on your entire reading audience when it concerns less than 100 of your members? Such information regarding the details of preparing copy should appear in the mail instructions to correspondents.

Chapter Letter Delinquencies—It is "small town" journalism to parade the shortcomings of chapters and their correspondents. A blacklist preceding the chapter letters which names the chapters whose letters were not received, nor typed nor signed correctly, is a sure sign of amateur editing. The editor who openly "rides" a correspondent because he writes of a "birth" on the football team or the "alumnæ" brothers is making a mistake. The editor who publishes a "horrible example" of chapter letter, word for word without proper editing, ought to know better.

An issue of one fraternity magazine contained fourteen delinquent notices referring to remiss chapter correspondents. One of them read, "Eta—California, delinquent for two successive years." Another read, "Beta—New Mexico, delinquent for two successive years." I am afraid that other fraternity men reading such notices wonder why the national organization isn't doing something with such defiant chapters.

And is 100 per cent chapter letter representation such a marvelous feat, when it is rarely accomplished without the aid of special delivery

letters and collect telegrams? It is an honor for a chapter to be represented by a letter in a good fraternity magazine. When a chapter is remiss in submitting a letter for publication, I go on the assumption that the loss is theirs and not the magazine's. An open denunciation of negligent chapters and correspondents cheapens your publication.

Covers and Fraternity Colors—Any scheme of merchandising emphasizes the psychology of an attractive package. And yet what magazines are so unattractively clothed as our fraternity publications? Some of our most able editors are clinging to conventional, unappealing covers because of the tradition and dignity bunk. Would anybody ever accuse the *Saturday Evening Post* of being undignified and unrefined?

There are editors who have the fraternity color complex. Fraternity colors are almost a necessary evil—for banquet and convention decorations they are unexcelled—but for a color scheme for a magazine cover they are a total loss. The editor who is getting out a lively, progressive magazine forgets his fraternity colors when he elects his cover design.

Ethics—Fraternity editors are not as careful as they should be in the matter of giving proper credit for material clipped from exchanges. In all cases of reproduction, credit to the original source is imperative. Some of our magazines overdo the credit matter and run such ridiculous credit lines as *The Atlantic Monthly, via The Magazine of Sigma Chi, The Key of Kappa Kappa Gamma, The Delta of Sigma Nu* and *The Phi Gamma Delta,* whereas the *Atlantic Monthly* was the only one entitled to recognition. If you are in doubt as to the original source, simply credit your material "Exchange."

Position of Directory Sections—It is obvious that every magazine must have a directory department in order to list the names of chapters and officers with their addresses. Editors should realize, however, that they are running a magazine and not a reference book, which means that such directory sections belong in the back of the magazine. A directory section in the front of a magazine will "kill" a great deal of the effect and presentation of your lead stories.

Schedule—A fraternity magazine, like any other publication, is scheduled to appear in certain months. Too many of our December issues appear in January and too many of our February issues in April. A fraternity magazine that is traditionally late is the laughing stock of a fraternity.

Lack of Legends—Many a good cut is rendered ineffective through lack of a legend. A group photograph of twenty men simply labeled, Omicron Kappa Chapter, 1927, has not much reader interest or historical value. Incidentally, some of our magazines run borrowed newspaper cuts that are worse than none at all.

Label Heads such as "Exchanges," "Deaths," "Chapter Letters" and "Personals" don't build personality for your magazine. Headings like "The Fraternity World," "The Chapter Grand," "Around the Chapter Hearth," "Chapter Chatter," "Cabbages and Kings," and "In Beta's Broad Dominion" are much more desirable.

The Word "Brother" is the most overworked word in fraternity journalism. Some of our magazines must remind the uninitiated of a negro camp meeting. The use of the term once in a personality sketch is sufficient. Further it is best used in connection with a member's last name, for example, Brother Jones. Never "Brother Ralph W. Jones," but rather "Ralph W. Jones, Gamma (Knox) 1926." It should never appear as part of a title under a cut and seldom in a headline.

Reproduction of Correspondence is the lazy editor's paradise. Occasionally a letter on fraternity matters is worthy of publication, but a routine letter enclosing a remittance for a renewal, et cetera, has no place in a magazine. It is a space killer, pure and simple, and brands your publication as a slipshod affair.

There is nothing in the world that hurts the appearance of a magazine like the plea "Send in News." It is an absolute admission of a lack of reader interest. An editor ought to have enough of a nose for news not to have to resort to a general plea to his readers. Build up reader interest on your own accord—then watch the personal items, stories and "tips" roll in! If you must ask the assistance of your readers, do it outside the pages of your magazine.

The Defense of the Fraternity System—I heartily agree with the statement in the *Alpha Epsilon Pi Quarterly* that "hardly a fraternity magazine appears today that does not carry in some form a defense of the fraternity system." I believe that such an editorial policy is a relic of amateur fraternity journalism. Fraternities no longer need defense. They should go on the offensive to spread their gospel to the disbelievers who crop up now and then. We have nothing to protect any longer; we still have something to teach.

Dunning the Wrong Audience—It is a great mistake to burden your loyal readers by harping on the general non-support of your magazine or a lack of appreciation for it by the members of the fraternity. It is a mistake because your message is not reaching the non-subscribing fellows who ought to hear it. Full page pleas to "Subscribe" or "Pay your dues now!" are generally wasted. Don't carry your financial worries to the pages of your publication. You are not running a collection agency. Appear just as prosperous as possible. It will pay in the long run.

Lists of Lost, Strayed, or Stolen Alumni have no place in a well regulated fraternity magazine. They do not add to the dignity of your publication. When you see a list of names of paid-up or life subscribers whose whereabouts are unknown to your business office, you are openly admitting that many of your readers subscribed on more of a loyalty than a value basis. If they really miss your magazine, you'll hear from them before long. If you must publish such lists, do it in your private publication.

Calendars such as we see in many of the sorority magazines are relics of other days. I refer to such listings as: "April 10th. Send in active chapter dues to Executive Secretary; 12th. Canvass your neighbors for Japan tea orders; 15th. Chapter letters due for next issue, et cetera." Your entire reading audience should not be subjected to routine fraternity matters which concern only a few.

I am not advocating the abolition of the publication of routine fraternity business matters. We must publish lists of strayed alumni if we are to locate them again. We must have instructions to chapter correspondents. We must collect subscriptions and alumni dues. But we cannot print such material in our general magazines and still retain the desired professional touch. The place for fraternity business and routine matters is in the unpretentious private or secret bulletin, either printed, mimeographed, or multigraphed, generally of restricted circulation among those actually concerned. If the fraternity magazine is to represent the standing of the fraternity, if it is to be the inspirational mouthpiece of the organization, if it is going to assume an equal place, editorially and mechanically, with the general magazines, then its pages must not and cannot be cluttered with "relics of amateur fraternity journalism."

SPECIAL NUMBERS

By ALBERT S. TOUSLEY

Editor of "The Delta Chi Quarterly"

"This is, we are taught by precept and example, an age of specialization—Publication of special numbers is an example of this type of specialization"

SPECIAL numbers, or feature issues, offer remarkable possibilities to the editor in the college fraternity magazine world.

These possibilities, in general, are limited only by the costs of publication, the assistance it is possible for the editor to secure from active and alumni members of the fraternity, and by his own imagination, initiative, originality, and ability.

From the day we first begin to understand the English language, we are taught, by precept and example, that this is an age of specialization. Publication of special numbers is one example of specialization.

The purpose of a college fraternity magazine is to serve in as many ways as possible the members of the organization for which it is published. This service ought to entail more than merely giving the men in school a chance to narrate the affairs in which they are interested, or keeping alumni informed about the activities of the men with whom they went to college.

It ought to present, in addition to chapter letters and alumni items, articles of interest about men in the organization who are of interest because of their deeds or lives, articles about the fraternity or university world, and other features by or about men that will stimulate or keep alive the interest of the active men and alumni in their fraternity. The only way a college fraternity magazine can be of service is by attracting and holding the attention of its possible readers.

Unquestionably our college fraternity publications are competing for the reader's interest and for his time, with other fraternal, professional,

service, and commercial publications. We do not face a problem of financial competition, thanks to life subscription plans and endowment funds, but of making the magazines we publish sufficiently attractive to catch the eye of those we desire for our readers, and of having the contents amply entertaining and worth while to justify the time spent in reading the pages we place before them.

To secure an enthusiastic following, to keep up an interest in the magazine, to achieve a feeling of consciousness over the part the magazine ought to play in fraternity life, it is imperative that we first attract the attention of our readers, especially the alumni. To do this we must see to it that no shopworn material is used, and that, whenever it is possible, readers are surprised into an appreciation of something new, entertaining, unusual. Although active members of a fraternity enjoy the publications of their organizations to a greater or lesser degree, seldom do they appreciate the place these magazines can hold in their lives after they have left the "halls of learning" in which they have been subjected to an education. Fortunate is the editor of a fraternity in which are graduated annually a number of members who have formed a keen interest in their magazine while undergraduates.

It is reasonable to assume that, sooner or later, all fraternities probably will adopt the plan now in force in many Greek-letter organizations, that of a compulsory life subscription, entitling the member to receive the magazine so long as he shall live. Where the life subscription plan is in effect, the editor is under the additional obligation to publish just so often as it is possible, something that will appeal to each reader. Where special issues are used, at least once every so often every reader is going to find something that strikes his fancy or stimulates his interest sufficiently to cause him to look at his fraternity magazine more carefully, with reawakened attention, and with a more personal sense of pleasure.

Though many fraternity members are big men in college, and may secure certain measures of publicity during their undergraduate days in college papers where news values are not the same as in our metropolitan press, ordinarily they are not subjects of extensive writing, even in fraternity magazines, until some time after graduation. In every fraternity the average alumnus—the one who goes out and does a job well but with little real brilliance, with slight recognition; the one

who marries, rears a family, saves a little money, and takes a part in the civic and social life of the community—attracts little attention, and is not an eminently entertaining subject for an article or story.

However, by following a policy of publishing special issues, the fraternity editor, over a period of years, may bring into print at some time, in some way, on one or more occasions, the name and picture of a reasonable percentage of the members of the organization. Why do we read fraternity magazines? Chiefly to keep in touch with the men we knew while in college. Incidentally, to learn what is being done by the membership at large, especially by our own chapter. To some extent, because occasional articles of unusual points of view, exceptional quality, or particular appeal, are printed.

Ordinarily alumni who take part in fraternity affairs are those interested in politics or in holding office, young alumni eager to make new contacts for business or social reasons, and older alumni who have made their place in the world and turn to fraternities as outlets for their desire for service or pleasure, just as other men devote themselves to church work or lodge work. The average alumnus simply does not have the time to devote many hours a week to fraternity activities. That exposes the editor to the danger of using cuts of a few men too frequently, as well as items or articles about these men. The special number eliminates this possibility, as it is bound to reach out for new names and faces, and thus broaden the interest in the magazine.

Special issues offer the editor and his chapter correspondents opportunities to present to the entire fraternity, not only men who have been outstanding and successful in certain fields, but who may be remembered for various reasons, who are of special interest because of certain qualities, or who are associated with important events in the history of the fraternity. Also, it seemingly is more easy to secure the interest and co-operation of the chapter correspondents for special numbers, when different tasks are assigned, than for the regular, routine work.

In most fraternities, a comparatively small percentage of the alumni take an active interest in the magazine or the organization. Though they lack the time or the interest to make any sustained efforts, usually, when there is something special to be done, the majority of those alumni called upon will tighten their belts, refresh their memories, and make whatever contribution of material the editor requests, al-

though it may require a few letters from him, and considerable time, to achieve the co-operation of those who have not been active in recent years. But these efforts on the part of alumni whose families and businesses have driven into the background of their memories their college days and associations—these efforts frequently result in a renewed regard for the old chapter in particular and the fraternity in general. The fact that special numbers often arouse special interests in itself makes them valuable.

Some editors departmentalize to an extreme degree, seeming to believe that the casual reader will glance at certain sections or departments only when the desired news is arranged in such an obvious manner that he cannot miss the bits of information he desires. This makes for lazy readers: it develops a tendency to read limited portions, ignoring much that appeals to one who is interested in the entire magazine.

Other editors believe the fewer departments the better, contending that if the news is spread over the pages of the entire magazine, with only three or four departments, the reader will at least glance through the publication, and quite possibly read a goodly portion of it.

The special number is entirely unlike, the very opposite of, the highly departmentalized magazine. Used wisely and within reasonable limits, it is bound to keep alive a broader and more general interest than would a publication where the news had a marked degree of sameness issue after issue, and where there was no attraction save in two or three departments. Probably once a year, as a general rule, is often enough for a feature number.

We shall list and discuss briefly some special issues that may be published. These may be edited without going too far afield, without omitting too much regular news, such as chapter letters, alumni items, and vital statistics, and without too great an expenditure of the funds of the magazine or fraternity, or of the time and energies of the editor.

Pre-convention and Convention numbers. The majority of active delegates who attend a fraternity convention are strangers, even though members of the same Greek-letter society. A pre-convention number, in which appear pictures and sketches of the active men who are to attend, and pictures and information about national officers and prominent alumni who are expected to be present, helps them all to become acquainted. In this number there might well also appear an article

about the convention site, information about how to get there, the rates of railroads and hotels, and incidental data. Editorials about problems to come before the convention ought to be published, if they are permitted by the governing board. Sketches of recent conventions should prove of interest. A special pre-convention number could be used to stimulate interest and increase the attendance of alumni at the conclave. A number following the gathering would, of course, tell what had taken place, give information about new officers and governing board members, and, with as many pictures as possible included, constitute a living record of the convention.

Anniversary numbers. These may be issued to observe the birthdays of the fraternity, the magazine, or various chapters. They offer untold possibilities. They make it possible to publish the pictures of many members who never have served with distinction, but who have rendered aid from the ranks. They afford opportunities to enlist the aid of men who usually do little toward aiding either fraternity or editor, but who are glad to supply such things as pictures of their classmates, accounts of the "good old days," or sometimes records that have been stored away in personal files for years. Many are the good stories that may be published, assembled out of such whimsical bits as anecdotes beginning, "I remember, way back when . . . ."

War Veterans numbers. Special mention of American Legion numbers is not made here because most of our fraternities are international, and in the World War especially, our Canadian chapters certainly ought to be included in any issue devoted to veterans of war. But, in such issues valuable data and pictures may be secured from members of the American Legion. At least one fraternity has published a book dealing with its members who served in the World War, so the possibilities of such numbers, probably once in a decade, easily may be seen. War veterans numbers offer splendid opportunities for entertaining fiction, personal experience accounts, historical articles, and, if the editor is so inclined, a chance for propaganda favoring peace.

Chapter House numbers. There comes a time in the growth and development of a fraternity when all or a large percentage of the houses are owned by the chapters or the alumni, or when a heavy chapter house building program is in progress. When such occasions arise, there are excellent opportunities to issue special chapter house edi-

tions. These numbers may contain plans and pictures, exterior and interior, of some of the finest houses, at least one view of every house owned by the active men or the alumni, and articles on chapter house financing, operation, architecture, and decoration, pictures of men largely responsible for erection of the more recent homes, and other appropriate articles.

Scholarship numbers. Since scholarship is a major aim of all fraternities, the editor can do much toward improving the scholastic interests of his society by issuing every several years a number in which scholarship is featured. Constant repetition of any subject soon causes the undergraduate to ignore it or to immunize himself to the exhortations, so it is suggested that such an issue be edited not more often than once in a college generation. A scholarship number is valuable because it attracts the educators of a fraternity to the magazine and organization. As a general thing, it is comparatively easy to secure contributions from faculty members, even though these manuscripts may have appeared in other magazines. Men in the educational world, usually, are glad to assist in any way they can to raise the scholastic level of their organizations. So, the scholarship number ought to be one of the easiest of special numbers to edit. One risk the editor runs, however, is in getting articles too heavy for the average undergraduate or young alumnus to appreciate. Although some educators have brisk, breezy styles, the average faculty man does not sparkle either with his conversation or his pen. But, if the editor can secure two or three articles that will appeal to the men in school, he may use other material, less attractive on the surface, but of just as much value to persons really intent on improving fraternity scholarship.

Professional numbers. Here is another opportunity for the editor to use many names and pictures of members who otherwise might not be mentioned, save in alumni items, for years. For example, attractive numbers might be published featuring men in medicine, dentistry, the banking world, journalism, or engineering. Many interesting personality stories might be secured, which, augmented with a few features based on personal experiences, would result in distinctive issues. Such numbers would classify members, and often assist them in making or improving connections. It would have a distinct appeal to the average reader also, for its novelty, if for no other reason.

Athletic numbers. Athletically some years are better than others for some fraternities, while a few are well supplied with athletes constantly. A good athletic year, for the average Greek-letter organization, would be a propitious time to issue a number of this type. All of the men winning letters and numerals during the school year could be pictured, together with stories about "old timers" with records of interest or importance in the days when they were in school. The average man is fond of athletics, and the average fraternity man is as interested in the members of his organization who are on the teams and in the records of the teams of his college as he is in anything pertaining to his fraternity or his alma mater. It is generally known that it is easier to obtain from alumni contributions to house funds or furniture funds during the fall of a successful football season than at any other time. An athletic number is good every few years, especially so when it is mellowed a bit with pictures showing the "old boys" in the "old days."

Political numbers. These numbers may appear before civic elections, if the editor desires to be of some slight aid to members seeking to serve the public, or they may appear after the balloting has taken place, and include only those who have been successful. Politics is of interest to the average reader of a fraternity publication, who takes at least a mild pride in the victories of his fellow members, even though their political party is not always his.

Travel numbers and World Wide numbers. A distinction is made between these two types of issues, though on the surface they appear similar. A travel number is devoted to stories by members who have taken trips to various parts of this most interesting world; the world wide number to members of the organization living outside of the United States and Canada. These numbers certainly are interesting for the editor to prepare and can be made fascinating reading for most of his readers. It has been the experience of some editors that members living in foreign countries enjoy the contacts with the fraternity and are most willing to be of assistance. One editor was blamed for several boys leaving school before the year was ended, to embark on trips around the world, after reading a travel number. Although this is a pleasant tribute to the magazine, it is quite likely that the boys would have hearkened to the siren call of far-away lands, even though the preceding issue of the magazine had been a scholarship number.

Founders' numbers. These may well be issued to inform members of the fraternity about the men to whom they owe the creation of their organization. Once a decade, until all of the founders have passed on, does not seem too frequent to edit such issues. The younger fraternities have excellent opportunities to keep in touch with their founders. These men change and grow older, just as do others, and should make interesting reading. Certainly one founders' issue, at least, ought to be published, possibly when the last of the group dies.

Endowment numbers. Such numbers are invaluable aids when drives are made to create endowment funds for magazines, for the fraternity in general, or for some specific purposes, such as scholarships or awards. When leaders in the fraternity seek to raise funds among alumni or active men, those whose pocketbooks are being touched deserve as much information as possible about the needs and purposes of the undertakings, and there is no better medium of news dissemination for such projects than the fraternity magazine.

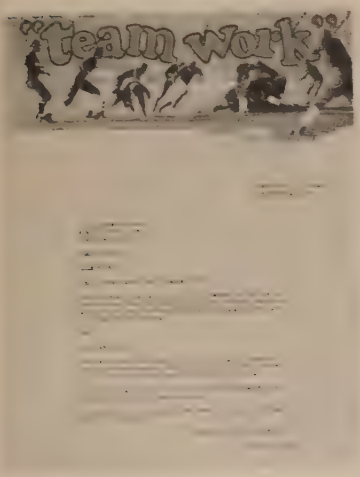
There are, of course, other available special topics, such as Canadian numbers, vacation issues, father and son editions, or numbers featuring brothers. However, enough has been explained to keep any fraternity editor busy for a reasonable length of time, especially if he edits a quarterly, and if he seeks to publish feature numbers only for important events or occasions.

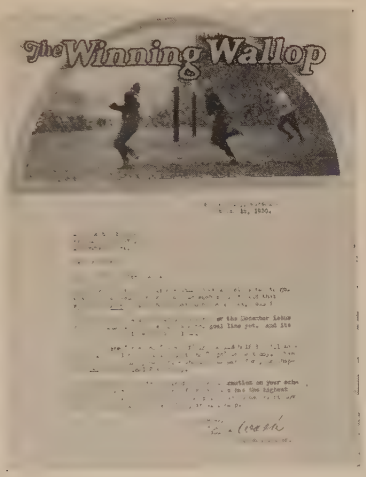
After all, since names and faces of members of any fraternity, judiciously used, constitute the chief interest in a fraternity magazine, this interest is well served in a careful use of special issues.

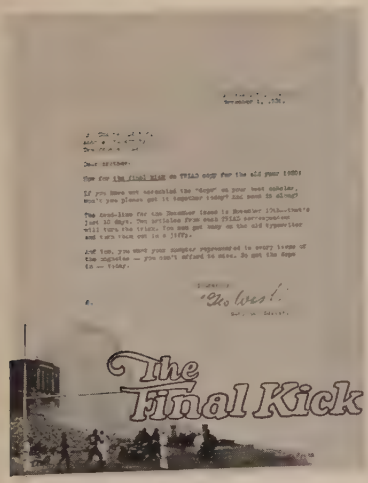
Some fraternties that are very young, and comparatively restricted financially, do not have the resources to make the greatest possible use of special numbers. They do not have enough money to meet whatever additional costs some of the special numbers necessitate. They do not have enough alumni who have made their way in the world.

But all of these limitations will be overcome with the years. Time will provide all fraternities with men, money, and manuscript, and over a few college generations offer opportunities for printing many special numbers. Editors of some of the middle-aged and medium-sized, or older and larger Greek-letter organizations already have employed the special number to advantage. But, throughout the fraternity world, the possibilities of feature issues have been touched but lightly.

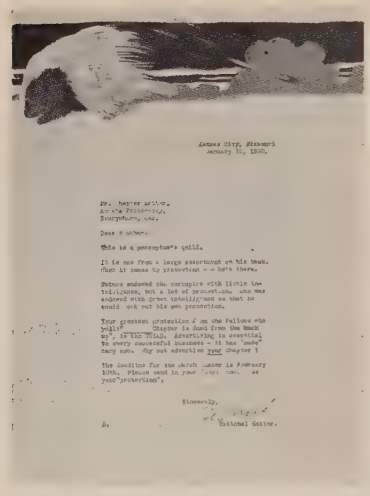
¶ Illustrated Letters Stimulate the Correspondent







¶Clever Letters Encourage Chapter Correspondence



Kansas City, Missouri
January 15, 1930.

Mr. Happy Active,
Active Fraternity,
Everywhere, USA.

Dear Brother:

This is a scrapbook's yell!

It is one from a large assortment on his desk. Chief it seems to prevention -- he's there.

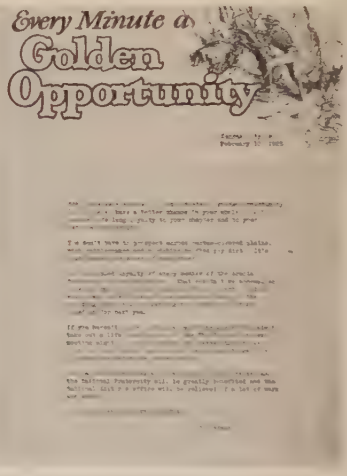
Before entered the corruption with little tho brilliance, but a lot of promotion, who was endowed with great intelligence as that he could not put his own promotion.

Your greatest protection & as the fellows who yell? Chapter is dead from the back up", is the Yells. Advertising is essential to every successful business - it has "made" many men. Why not advertise your Chapter ?

The deadline for the March issue is February 10th. Please send in your copy now, or your "prevention".

Sincerely,

National Editor.



Kansas City, Mo.
February 10, 1925

If we don't have to go apart across continent-wood plains, mean misunderstanding and a distance that may divide it's all [illegible]

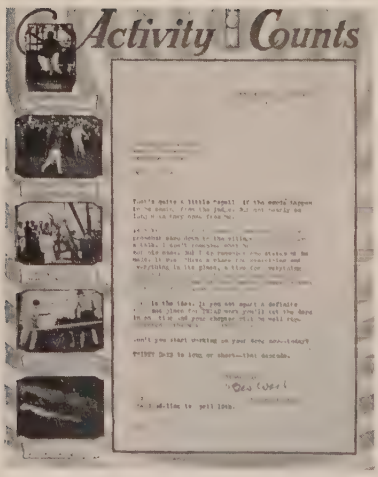
And equally of every member of the Kansas [illegible] That exists in no business, as [illegible]

[illegible]

If you do not [illegible]

[illegible]

the National Fraternity will be greatly benefited and the National Spirit of action will be relieved. In a lot of ways our [illegible]



That's quite a little "spell" if the words happen to be words from the [illegible] but very apt to be so many ones from us.

[illegible] personal show down to the [illegible] a club, I don't [illegible] what to [illegible] the other. But I do remember [illegible] we could do [illegible] there a chance for correction and anything in the place, a time for [illegible]

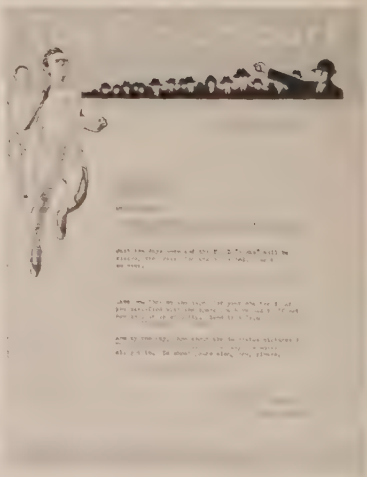
In the idea. If you set apart a definite [illegible] time for it all work you'll get the done in an [illegible] time and your chapter will be well rep[illegible]

Won't you start working on your [illegible] now--today?

[illegible] Date is long or short--that depends.

Yours [illegible]

Editor to yell loud.



CHAPTER EDITOR RELATIONSHIP

By HERSCHEL L. WASHINGTON

Editor of "The Triad" of Acacia

"One of the fraternity editor's most important problems has received the smallest consideration—getting the chapter editor to work is a problem"

TIME was when I was inclined to the opinion that any man who allowed himself to be elected editor of his fraternity journal was displaying a brand of "donkeyishness" unrivaled in fraternity annals. But experience has changed my mind, and I have concluded that editors as a whole are the smartest, if not the most intelligent, of the national officers of any fraternity. Any adjective-jerker who can put up with the type of material which he gets from the average chapter editor and with the complaints of stupid, uninformed alumni and not be a candidate for Bedlam has unwilting patience, a non-tarnishable persistence and a remarkable amount of endurance.

My active interest in fraternity journalism dates from January, 1927. During the intervening three years it seems as if the most important problems confronting the fraternity editor have received the smallest consideration. Every few days some enterprising editor or business manager sends me a questionnaire asking about total costs, art works' costs, engraving costs, postage costs, et cetera, but I have never been asked about the methods used to secure copy or chapter editor co-operation. The truth of the matter is that, until recently, I have been many times on the point of concluding that I was stupidly incapable, since no other editor complained about chapter editor co-operation. In fact the only thing which prevented my reaching that conclusion some time ago was that I have had an occasional opportunity to read other fraternity magazines.

Although it has been some time since I've attended a normal active

chapter meeting, the following is not far from a correct account of the average meeting as conducted on election night.

"Brethren, the last officer to be elected tonight is chapter editor. Nominations are in order."

"Brother President, I wish to nominate Bill Slipstick for that office. No man in the chapter has worked harder during the last three years than Bill. This is his last year in school, and it is time that he be given some office in the chapter. He'll make Sigma Tau and will be chairman of the Engineers' Day Committee."

The nominations were closed and good, faithful, dependable old Bill Slipstick was elected chapter editor and charged with the duty of getting out the chapter publications and writing the stories, et cetera, for the national magazine for a year. The fact that he had never edited anything, flunked rhetoric, never used a typewriter, made no difference to his electioneers. The chapter owed him some recognition for the good, stable, consistent plugging he had done during the past three years.

* * *

"Brother President, I have a few things I want to say for the good of the fraternity. The first and most important is about the *Quarterly.* It's February now, and we haven't been mentioned so far. I never did think much of this Lincoln anyway—if he's a national editor, I'm a gold fish. Here we had six men on the football squad, president of the Interfraternity Council, and secretary of the Student Council and not a word in the *Quarterly.* The last two or three issues have been full of stuff about other chapters which didn't amount to anything compared with what we've done. Seems to me it's high time we get a little recognition and get this news in the *Quarterly."*

And here good old faithful Bill Slipstick got up. "Well, fellows, I guess that's my fault. I got kinda' discouraged last fall when I spent half the night a couple of nights writin' up a lot of stuff, and then when I read the instructions in the *Manual,* I found that it wasn't right, and that I'd have to typewrite it. I just never got time to learn to typewrite, so I didn't get it in. Anyway this is my last year in school, and I've been awful busy on some special work I'm doing and haven't had any spare time. You'd better elect someone else to the office; I'm afraid I can't handle it."

And so the chapter president takes the matter in hand. "Jack Bluepencil, you're a journalist and ought to be able to get this dope in to the national editor, so I'm going to appoint you to take over the job. So get busy! You haven't done anything much this year, so get steamed up and on this thing pronto!"

In forty-eight hours Jack had turned out ten pages of copy, got several glossies and had dispatched the Alpha news to the office of the national editor. However, it did not reach the editor until shortly after the final page proofs for the March-April number of the *Quarterly* had been approved. Consequently the material was held over until the May-June issue. Thus the whole school year passed before the faithful twenty per cent of Alpha's alumni who read and subscribe for the *Quarterly* learned that the old chapter was still in existence and doing things.

In the meantime, however, some of Alpha's alumni wrote the national editor: "I've been noticing for the past six or seven years, and in the last year particularly, that Alpha Chapter has not been given space in the *Quarterly*. All the other chapters seem to get their share of publicity, and I wonder why this favoritism? What have you got against Alpha? I've been a loyal subscriber to the *Quarterly* for a long time now, but if the national chapter is going to try to freeze them out, I'm through. Now, fifteen years ago . . ."

Space will not permit the publication of the three-page letter which the editor wrote in reply. His nerves had become a bit frayed, his patience sorely tried and his faith in the charity of his brethren staggered. It will suffice to say that the editor's letter served only to arouse further the ire of the alumnus. Thus the active chapter, the editor and the alumni, by circumstances, narrowmindedness and inability to appreciate one another's problems, had jockeyed themselves into a stalemate—all occasioned by the failure of the active chapter to elect the proper press agent.

Whether chapter editors be elected or appointed, it behooves every fraternity editor to see to it that the man selected for the place is capable of handling the job. Thus a letter or two written before the time of the spring elections urging that the matter be given careful consideration will pay big dividends.

The next most important thing the editor must do is to break down

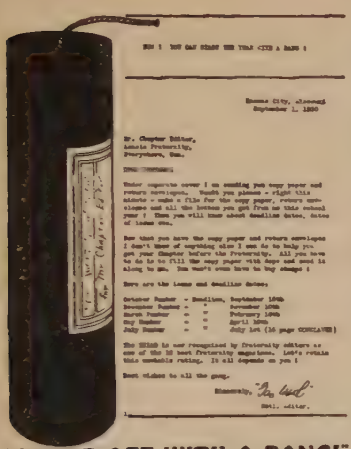
the aloofness of the chapter editor. Most of them have a tendency to cringe in the presence of any national officer and to underestimate their ability to comply with the requirements laid down by the editor. Once their good will and confidence has been gained, the material comes in much more freely and in better form and style.

Unfortunately there is a rather high mortality in chapter editors, and in too many instances the man who is elected in the spring of the year does not return to school. This results in considerable delay early in the year and leads to uncertainty as to the best method to use in getting in touch with the man in the chapter who will respond to requests for material. Upon first consideration it would seem that the best means of approach would be to address each editor personally. However, if the man elected in the spring does not return to school, then the national editor's letters will probably be forwarded to him in Podunk from whence they are forwarded somewhere else, and finally, if the man is interested at all, after about two months, the editor will learn that he has not returned to school. Usually a new editor is not elected or appointed until the national editor calls the matter to the chapter's attention.

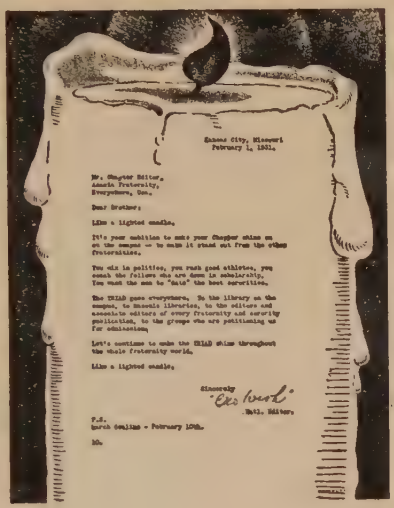
This situation is best obviated by eliminating the personally addressed letters and substituting therefor the envelope addressed to the chapter and plainly marked for the attention of the chapter editor. Although this method reduces the opportunity to break through the wall of timidity and usual phlegmatic attitude of the chapter editor, it gives some assurance that letters are reaching the chapter, and if the man who has been elected is not in school, the chapter will be advised of the necessity of electing or appointing a new man to fill his office. This plan also simplifies the problems confronting the editor who wishes to work out his "copy-pulling" letters at his leisure during the summer months and to prepare his whole campaign for mailing before the fall of the year.

The two complaints which are most often made are that the material is not used when sent in, and that the receipt of it is not acknowledged. To take care of the latter many editors use a simple acknowledgment postal card such as those explained in the chapter on "Short Cuts." A few editors have pocketed their pride and allowed a cartoonist to draw a caricature of them, ears and all, which is reproduced on the postal card and adds considerable to the good humor of the thing and doubt-

The Novel Letter Brings Results



"START OFF WITH A BANG!"



Kansas City, Missouri
February 1, 1931.

Mr. Chapter Editor,
Acacia Fraternity,
Everywhere, Usa.

Dear Brother:

Like a lighted candle.

It's your ambition to make your Chapter shine as
on the campus -- to make it stand out from the other
fraternities.

You ais in politics, you rank good athletes, you
comak the fellows who are down in scholarship.
You want the men to "aim" the best serorities.

The TRIAD goes everywhere. In the library on the
campus, in Masonic libraries, to the editors and
associate editors of every fraternity and sorority
publication, to the groups who are petitioning us
for admission.

Let's continue to make the TRIAD shine throughout
the whole fraternity world.

Like a lighted candle.

Sincerely
"Ed Ward"
Natl. Editor.

P.S.
March deadline - February 10th.

Mb.

THE TRIAD OF ACACIA

Kansas City, Mo.
March 20, 1930.

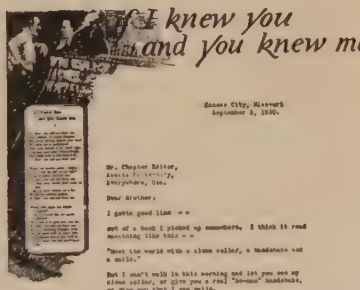
Dear Brother;

Have a little convers-
on the TRIAD. Do keep
Get under your hat !

The May Issue of the TRIAD is
Going to be the best this year. A
lot of dope about colleges - you know the
fellows who pay most of the bill, do most
of the work and keep the old fraternity on the
up and up.

Those provided we have your help - we don't have any
hope you will have handy dope to think to get the material
together. Ample time enough, don't you think ? The deadline is April 10th. Send along the dope and pictures RIGHT !

Sincerely,
"Ed. Ward"



I knew you
and you knew me

Kansas City, Missouri
September 5, 1930.

Mr. Chapter Editor,
Acacia Fraternity,
Everywhere, Usa.

Dear Brother;

I gotta good line - -

out of a book I picked up somewhere. I think it read
something like this - -

"Meet the world with a clean collar, a handshake and
a smile."

But I can't walk in this morning and let you see my
clean collar, or give you a real "he-man" handshake,
or show you that I can smile.

But if there is any excuse at all for the happy, human
personal letters which I try to write you from week to
week it is to try, as best I can, to - -

"Meet you with a clean collar, a handshake and a smile."

Echo this letter for example. You wouldn't call it a
"very getting letter" would you ? But quite a few Phi-
Psi's, he-handed TRIAD correspondents in the grand
and glorious Fraternity of ours will read it and write
right back and say - - -

"George, old topper, here's that dope if"

And we'll have one another better.

Sincerely
"Ed Ward"
National Editor.

P.

less promotes good feeling and a sense of closer relationship between the editor and the chapter editor.

Perhaps the most difficult letter of the year and, at the same time the most important, is the first one. Much must be said, and at the same time the editor must impress his prospective correspondent with the necessity of prompt compliance to his requests and instill in him a desire to be of assistance to the national fraternity and thus to his own chapter. One of the most satisfactory ways to stimulate and hold interest is to try to convince the chapter editor that he is actually injuring the standing of his own chapter by his failure to co-operate. What, no news from Alpha? What will the alumni say? What will the other chapters think?

Several schemes have been used to insure the effectiveness of this first effort to get co-operation. One editor sent a reasonably priced mechanical pencil to each chapter editor on the first day of September. This was followed by his initial letter under date of September 5. In the letter he inclosed copy paper and self-addressed envelopes. The letter was comparatively short and ran along in a breezy, natural, human style giving the deadline dates for the various issues. In a postscript at the bottom he said: "By the way, I sent you a pencil the other day. Did you get it?" The idea is a splendid one, for it immediately places the correspondent under obligations, and he feels that, although the gift has little intrinsic value, it is a friendly gesture from the high and mighty, and he will be more apt to get down to work.

Another editor sent all his chapter editors a 7″ x 9″ "blackhand card" upon which there was an imprint of a large, black hand. The words, "Beware, I am drawing closer, the time has come," were also scrawled on the card. A few days later he wrote a "follow-up" letter asking if the blackhand card had been received. This unique procedure was reported to have had a very good effect in that it aroused considerable discussion around the chapter house, and when its source was learned caused much good natured comment.

In order to break the ice, a third editor secured a sort of old-fashioned "calico" envelope upon which had been imprinted all the colors of the rainbow in a sort of modernistic conglomeration. In this he inclosed a red bandana handkerchief and a letter as follows: "Dear Chapter Editor: It's mighty hot here in our town and everywhere else,

so I'm told. I'm sending you this 'browmopper.' It will come in handy when you start writing copy for the *Quarterly*." This was followed up in five days with a letter giving dead-line dates, et cetera.

Still another editor found his plan of mailing his initial letter in a "firecracker" mailing tube—a red tube with a imitation fuse in the end—extremely effective. The letterhead conformed to the idea. Upon it along the left-hand margin, was pictured a red firecracker which occupied about one-third of the total letter space. Across the bottom of the letter in 30 point type, likewise in red ink, was the sentence, "Start off with a bang!"

On his series of twenty-three letters one editor placed small 3″ x 2″ stickers of an inspirational nature. The stickers were in three or four colors. One showed a football player carrying the ball with the words, "Let's Go!"! another used during the spring term showed a track man just about to break the tape with the words, "Spurt a Little!"; and still another pictured a baseball player driving out a long hit with the words, "Hit the Ball!" This sort of scheme adds to the attractiveness and gives color to the letters which are apt to be laid away for future reference.

For those fraternities having chapter advisers or national organization representatives in the towns and cities where chapters are located, many of the editors have found it beneficial to send copies of all their letters to the chapter adviser or local representative. Although these men may complain somewhat about being burdened with this additional duty, it is very likely that they are not so ruffled as they would like to appear. It gives them more frequent contact with the national organization even though the letters they receive are merely copies or multigraphed letters. They know the value of keeping the local chapter before the fraternity and will urge the chapter editor to get in material on time. Copies of these letters should also be forwarded to the secretaries of the alumni groups from which source much good, live material can be secured. And last, but not least, this procedure precludes the possibility of the editor being accused of not attempting to get the material.

One editor has an extremely elaborate system consisting of a series of twenty-two letters and postal cards which are mailed during the school year at intervals of approximately ten days. The four postal

cards in the series are mailed just five days before the deadline date of each issue of the magazine. All of the envelopes are addressed to the local chapters of the fraternity but distinctly marked for the attention of the chapter editor. In each envelope is inclosed four or five sheets of copy paper upon which has been printed brief instructions such as "Use typewriter—double space," "Only one story to a sheet," et cetera. There is also inclosed in every envelope a self-addressed envelope upon which appears in large type the words "News—Rush." The latter, of course, does not serve to speed the delivery by the postal department, but it is good psychology to be used on the chapter editor. The self-addressed envelope is a so-called "business reply envelope," a permit for the use of which has been secured from the local postmaster under Section 384½, Postal Laws and Regulations. Thus it is unnecessary for the chapter editor to stamp it, for the amount of the postage will be collected from the editor when the letter is delivered.

The first letter of the series gives all of the deadline dates and refers the chapter editor to the fraternity's magazine *Manual* which, by the way, comprises ten pages of instructions relating to the duties of the chapter editor. It is suggested that if the *Manual* is read, a lot of time and worry will be saved, and that by so doing, the chapter editor will be able to keep his chapter before the fraternity. The second letter is another "happy, human, personal letter," as the writer terms it, in which further endeavor is made to break down resistance and put the chapter editor in the proper frame of mind. Then there follows a series of four football letters. These letterheads are lithographed with a football action scene in the background and the title imposed in color on top of the picture. The titles are "Team Work," "Over the Line," "The Winning Wallop" and "The Final Kick." In all of them the subject-matter in the body of the letter follows that of the title.

At Christmas time he sends a letter on a special letterhead in four colors. The body of the letter is so typed as to form a Christmas tree. Then follows a series of letters along the same line, all on special letterheads and all making special appeals. The postal card reminders which are mailed a few days before the deadline dates usually carry comics, either printed or multigraphed, which appeal to the man's sense of humor.

Perhaps the most unique and effective of the whole series is the

letter edged in black. If, after five letters have been mailed, the editor gets no reply from the chapter editor, he sends the "mourning" letter in which this simple statement is made: "The Editorial Staff of the *Quarterly* mourns with you the passing of Your Chapter Editor." This letter is addressed to the chapter, and a similar one is forwarded to the local chapter adviser. This procedure never fails to bring results, and the material for the offending chapter is in promptly during the balance of the school year.

The most attractive thing about this whole plan is the fact that it is flexible enough to be worked up in advance. The letters are all written, dated, multigraphed, folded, and inserted in envelopes ready for mailing. All the editor must do is to keep a mailing schedule before him, so that the letters will be mailed at the proper time. Since few chapters get their material into the editor five days before the deadline date, it is seldom necessary to withhold the mailing of a single letter. The omission of a single letter presents no difficulty, for the envelopes are arranged in alphabetical order at the time they are run off on the addressograph. The editor who uses this rather elaborate system is fortunate in having the necessary equipment, addressograph, multigraph, et cetera, in his own office, but for those who are less fortunate this service may be obtained through almost any "letter service company."

Some editors report that the "fine and award" system works satisfactorily. The general objection seems to be that such a system does not invite the best sort of co-operation from the chapter editors, but it does bring in the material which, after all, is the thing we are most concerned about.

Another editor uses this system and reports as follows:

"I have a new system which works out to perfection, namely, at the beginning of each year, about September 1, I send a mimeographed letter to all of my chapter correspondents, greeting them, calling their attention to the fact that the school year is about to begin, and that we are planning an even greater and better magazine for the coming year. Then I go on to tell them what is desired, how they are to prepare their copy, and I enclose a copy of a little four-page folder which I have called our *Histors' Manual* and which contains more specific directions for punctuation, capitalization, et cetera. Then I call

attention to the fact that our deadline dates are set a month before the day of the month in which the magazine is published. That is October 5 for November issue, December 5 for the January issue, et cetera. This gives them advance warning as to when they should prepare their copy. It also tells them that those who fail to mail their copy by midnight of the deadline date will be fined $15, and will be required to pay that sum personally, unless the chapter takes steps to take the money from the chapter treasury, which we do not advise. I call attention to the fact also that to the four correspondents who do the best work during the year an Honor Histor (or Editor) key will be given. This rather takes away the sting attached to the $15 fine—in other words, rather sugar-coats the pill. Then at least two weeks before each deadline date a complete letter of instructions, point by point, numbered consecutively, follows with instructions that each item must be covered as completely as possible, and that copy must be typewritten, double-spaced, et cetera.

"It seems to me that it is sufficient evidence of success when I tell you that in the last three years, I have not had to levy one single fine for tardiness or laxness in preparation of material."

Most editors furnish chapter editors with manuals for use in connection with their work. They range in size from four to twelve pages and differ very much in content. The problem, of course, is to get the chapter editor to read them. The most effective way to accomplish this is to write him a personal letter occasionally calling specific attention to the manual in connection with copy he has submitted.

One very complete manual of ten pages contains complete information relative to the establishment of the magazine, cost of publication, election of editors and appointment of assistant editors, subscription plans, methods of distribution and, in fact, complete information regarding the organization of the magazine. This is followed by a statement of the function of the magazine and a paragraph on the selection of the chapter editor which points out the reasons why he should be selected with care. This is followed by a section on the types of material used and is divided into departments, articles, features, pictures, and cartoons, each of which is discussed in detail. Then follow instructions on gathering material, preparation of copy, use of copy paper, deadlines and style. The concluding paragraph: "This manual

will not be entirely adequate for the particularly industrious correspondent. He will have many ideas for stories, for innovations in the magazine, which he will desire to discuss with the editor. That correspondent will find a warm reception for his initiative and his ideas at the hands of the editor. In other words, the editor of the *Quarterly* is most anxious to establish personal contact with all his staff and to enlist each one's active aid in the improvement of the fraternity's magazine."

If national editors, and all national officers for that matter, would lay their plans with a view to convincing the active chapters that both can profit by co-operation and that their association together is one which will be mutually profitable then, I am sure, many of the knotty problems confronting both would be materially reduced.

¶ These "Short Cuts" Save Letter Writing

The Magazine of Sigma Chi
14 East Jackson Boulevard
Chicago, Illinois

Established 1881
Chester W. Cleveland, *Editor*

_____ 192____

Dear Brother: *The Magazine of Sigma Chi* acknowledges with many thanks the receipt of your recent contribution:

_____

_____

Your thoughtfulness and co-operation is sincerely appreciated and I trust that you will continue to favor us in this respect.

Fraternally yours,

SIGMA NU FRATERNITY

GENERAL OFFICES
ILLINOIS BUILDING
INDIANAPOLIS

Dear Brother:

This acknowledges receipt of the following copy for THE DELTA:

Thank you!

Charles Edward Thomas
Editor of THE DELTA.

SHORT CUTS

By CHARLES EDWARD THOMAS

Editor of "The Delta" of Sigma Nu

Every editor appreciates the necessity of making use of labor and time-saving methods and devices in order to conserve his strength and time

IN PREPARING an article on "Short Cuts to Fraternity Editing," it appears that there are few short cuts. One editor writes, "All my short cuts are, in the end, such beastly long cuts that I'm certain they would be of no value." Another suggests that the only editorial short cut he knows of is to write as much of the blooming thing yourself as you can; it saves time.

Notwithstanding seeming pessimism there are many short cuts for the fraternity editor.

Perhaps the foremost means of saving time is to have copy prepared in a uniform manner. Some editors go so far as to furnish stationery on which copy must be typed, on one side only, with a stipulated margin and double spaced, allowing space for lines and words to be inserted in editing. The first of these sheets gives the deadline date, chapter, college, and reporter's name. Across the back may be printed "Do Not Write on This Side" or a similar warning to the heedless correspondent. Other editors furnish a manual of style. This specifies how copy must be prepared, specific rules to be followed, even going so far as to give rules for capitalization, punctuation, quotations, figures, abbreviations, dates, addresses, titles, and certain simple rules of grammar, and a warning against the use of slang. It seems that even an elderly alumnus will drop into collegiate slang at times when writing of his old college friends and brothers. Perhaps he attempts to recreate an atmosphere which he has lost.

Every editor appreciates the absolute necessity of an active corps of assistants, and especially an editor who writes for thousands of men

representative of every profession and calling throughout the world. The editor perforce can be in touch with but a limited number of his readers and of those about whom he writes. Personal contacts must be constantly cultivated and strengthened. Every bit of news, no matter how unimportant, should be immediately acknowledged; a printed postal card is the cheapest and quickest way of accomplishing this. Encourage the fraternity enthusiasts, and every fraternity has them, to send clippings and news. It is well to credit as much news as possible in print, for men are vain and will often send copy or notes, if they feel their name will appear after it. The editor must be a diplomatic tactician, as every successful public officer must.

When compiling an issue of the fraternity magazine, it is well to send a circular letter to all correspondents, reporters, officers, and newsgatherers stating specifically what you want. This can well be followed up by another letter or a card at certain intervals. When special features are being prepared such as "Mu Mu Movie Stars," "Zetas in Aviation," "Big League Baseball Men," et cetera, it is well to send your circular to a group of men representative of your entire membership from the standpoint of both chapter and geographical distribution. The letter should go also to prominent members whom you know in the profession or business you are featuring. One letter might bring a response that would repay the entire expenditure for the several hundred letters.

The editor must keep his reporters constantly alert to possible feature articles. We have found the greatest source to be newspaper clippings. If you can encourage your alumni to send clippings, you will find that you receive a large amount of news that would otherwise never come to your attention. It is a relatively simple thing to clip a newspaper, place the clipping in an envelope, and mail it. Many of our most valuable feature articles have resulted from a brief clipping sent us by some busy alumnus who hasn't the time to write or does not sufficiently appreciate the news value in the clipping to feel it justifies a letter. In *The Delta* we have reproduced newspaper clippings under the title of "The Mirror of the Press" largely to encourage our readers in sending clippings. We use about one out of every fifteen clippings we receive.

Having procured your copy the next short cut is painless editing, if such is possible.

Copy should be marked for cuts and headings before it goes to the

printer in order to obviate an extra proof. Proper notations concerning space, type, column, et cetera, will save your time and money. In some cases the galley proof can be in its final form. Corrections can be made at the time it is broken up for page proof.

The short cuts to fraternity editing are: first, the ability to persuade or cajole correspondents, reporters, and contributors to prepare copy in such a way that it can be edited and sent to the printer in its original form; second, to keep a large and active group of men constantly sending news and notes to you from all parts of your fraternity; third, to keep in touch with contributors through circular letters that do not require too much of your time in writing; fourth, constantly reminding your reporters of your need of news; and lastly, through working in co-operation with your printer in a way that will relieve you and him of all unnecessary duplication of work.

THE CADUCEUS OF KAPPA SIGMA
FRANK C. FERGUSON, EDITOR, 25-19 DITMARS BLVD., ASTORIA, N. Y.

.....19.....

Dear Brother:

Your contribution .....
is acknowledged with thanks. I hope you will continue to be on the watch for interesting news, comment or pictures for Kappa Sigma's magazine *The Caduceus*, that by such co-operation we may continue to fill it with fraternity, interfraternity and collegiate matters of interest.

News about yourself is solicited. Alumni notes, wedding, birth and death announcements and other reports of the activities of yourself and Kappa Sigma brothers are more than welcome.

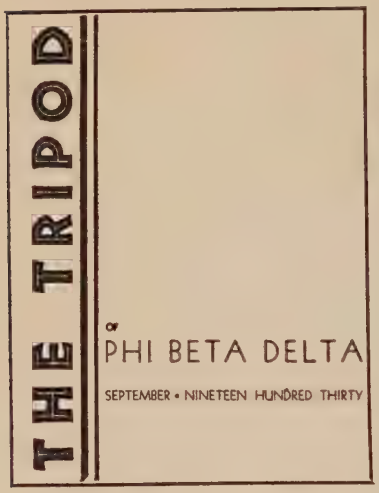
Thanking you again, I am

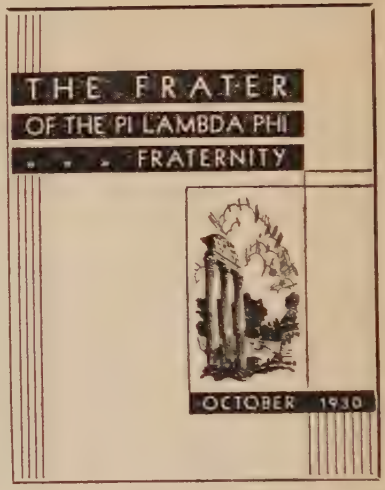
Fraternally yours,
FRANK C. FERGUSON, Editor.

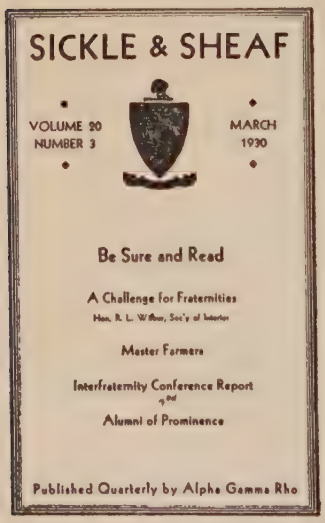
THE MAGAZINE ITSELF

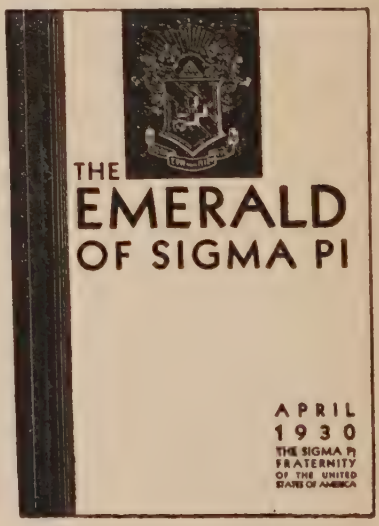
*

¶ Four Excellent Type and Rule Covers









WHAT ABOUT THE COVER?

By JACK W. JAREO

Editor of "The Laurel" of Phi Kappa Tau

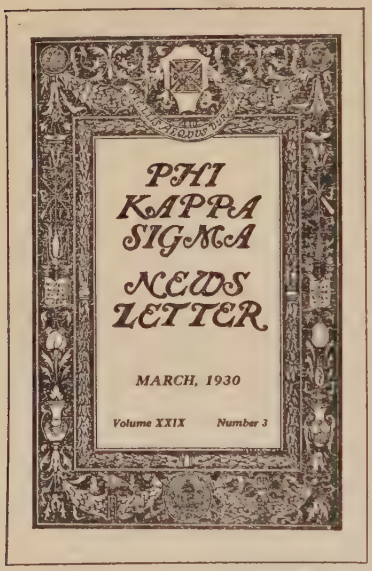
There are many types of covers suitable for the fraternity magazine—five different types and twenty covers are illustrated here

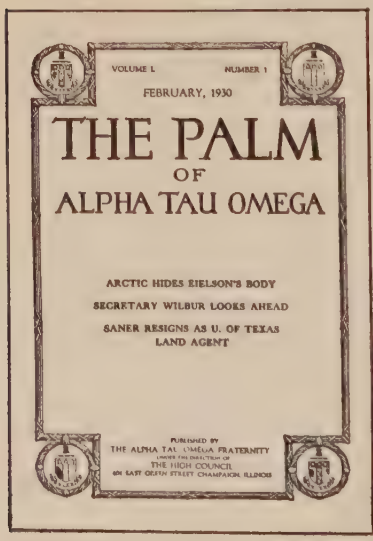
THE cover of your magazine is like a show window: it advertises what is within. Your cover is important and designing it should require careful thought; it must not overrate nor underrate what is within. Consistency is therefore an important point to be watched.

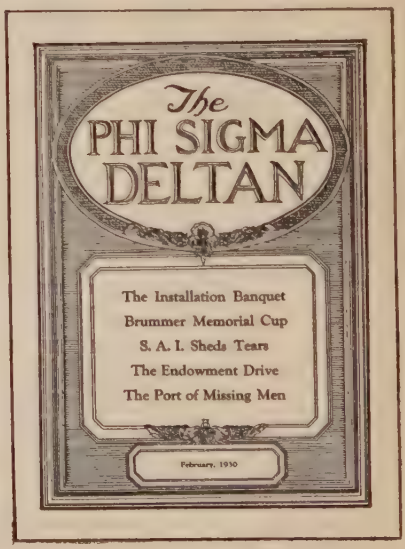
Five types of covers are most frequently used by fraternity editors and have been classified as follows: (1) type and rule cover; (2) hand drawn cover; (3) hand sketched border cover; (4) combination border and photographic cover; (5) the bleed-off photographic cover. The fraternity editor will realize, of course, that there are other classifications which he will discover for himself.

(1) The type and rule cover is the most simple. An understanding printer will be able to meet your wants, using material within his plant, or material that he will be able to secure on short notice. Scores of different designs are possible, limited only by the ingenuity of the designer and the wealth of material at your printer's disposal. This cover is economical and simple. It may be changed as often as you desire without materially affecting your price scale. Modernistic effects with the newer sans-serif type face and plain rules have been achieved with unusual results. Note particularly the four illustrated herewith. *The Tripod* of Phi Beta Delta has secured a striking effect by running the title in a heavy face (Neuland Inline) along the left-hand margin with double rule separating the title from the other facts listed. The more modernistic effect of the *Frater* of Pi Lambda Phi, also illustrated, has been achieved by the use of rules and reverse plates. This cover was printed in black on green stock. *The Emerald* of Sigma

¶ The Sketched Border Cover







Pi, printed on a brilliant green stock in sparkling black ink, is another variation of the modernistic cover with a reverse plate of the coat-of-arms. The fourth cover shown, *Sickle and Sheaf* of Alpha Gamma Rho, is more conventional. The type face used is Kabel bold with a four-line graduated rule. The rule was printed in green with a solid rule underneath in yellow. The coat-of-arms was printed in black, green and yellow. The effect is pleasing and artistic.

(2) The next step in covers is the sketched design that may or may not be permanent. *The Laurel* of Phi Kappa Tau is an example of the changing style. With a mortised section for date line, like the *Shield* of Phi Kappa Psi, a slight change is secured. This magazine cover is composed of two plates printed in complementary colors on a heavy stock. Another example is the *Scroll* of Phi Delta Theta, printed in two colors on enamel stock. The same plates are used from issue to issue, only the date line varying from month to month. Covers like the *Scroll* are, obviously, much cheaper than covers like *The Laurel*. The advantage of *The Laurel* cover is that it presents a new face each month. Covers unchanged either in color or design are hard to differentiate. The cost will depend upon the artist and the frequency with which you change.

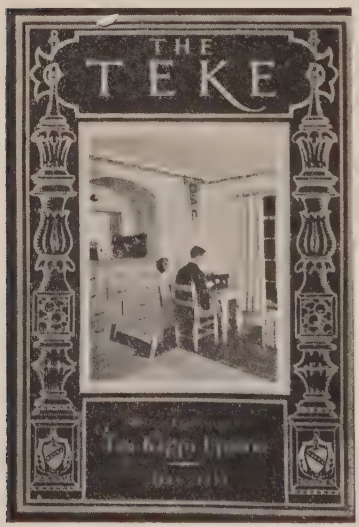
(3) The hand drawn border style is one that is popular with many editors. The advantages of this type of cover are apparent: (a) possibility of working in the symbolism of the fraternity; (b) use of inexpensive stock, varying either stock or colors with each issue; (c) space for contents. It is frequently possible to borrow a good border plate of general design from your engraver or printer. Excellent borders appear in the national magazines, usually in connection with advertising matter; permission for reproduction may usually be secured on application. Either complete contents or "leaders" may be listed on this type of cover. Two disadvantages are noticeable; (a) the possible color combinations diminish with time; and the eye of your reader tires of the sameness.

(4) One of the most popular designs for the fraternity magazine is the combination border and photographic type of cover, best exemplified in such magazines as *Alpha Epsilon Pi Quarterly, The Magazine of Sigma Chi, The Teke,* and *Theta News,* illustrated herewith. *The Magazine of Sigma Chi* uses a pen and ink design consisting of a Maltese

cross consecutively repeated. This chief emblem of the fraternity makes an attractive border which is printed in a different color each issue. Inside this border is placed a photograph made into a two color cut, using as a base color that also used for the border. The title of the magazine together with cut line is photographed by the engraver upon the halftone plate. The effect is varying and is as pleasing as an altogether new cover each time would be. Slightly different is the design of *The Teke.* Here the border design with the fraternity's coat-of-arms worked in is printed in a metallic ink (gold, silver, or bronze) on a printed, solid-black border which bleeds off. Inside the panel the same photographic effect as that mentioned above is used, printing being done in two colors, usually black and red. The advantage of *The Teke* cover to that of *Sigma Chi* is that the name of the publication is worked into the border. The *Theta News* frame is of a wash drawing design and is made into a halftone. In the space inside the frame is placed a halftone, new for each issue. Both are printed in black ink on gray stock. This cover would be improved if the editor would vary the color combination of his border, of his photograph and of his cover stock. *The Alpha Epsilon Pi Quarterly* cover makes use of a solid border frame printed in a light color. The central halftone (in the design illustrated, a wash drawing), is printed in two colors. The solid border allows for a type heading. One of the excellent features of this design is the mortise in the lower part of the frame which allows for a list of leading articles. This cover arrangement is dignified as well as attractive and timely. It combines both the features of the institutional and the house organ type of cover, using the border only with that of the timely photograph. A number of variations are possible and the cost is nominal. For the effect achieved it is probably one of the cheapest. The chief difficulty the fraternity editor will have with this type of cover is finding good, timely action photographs. The best sources are the chapter house and the chapter editor. Work up your own ideas, sketch them out roughly on paper, and with a complete letter of instructions, send them to your chapter correspondent. Insist that he secure a competent photographer to take the photograph. Insist that the chapter correspondent be responsible to you for the finished product. Competition may be worked up among the chapters who can be counted upon to respond because of the honor involved in having

The Hand Drawn Cover

¶ The Border and Photographic Cover



ALPHA EPSILON PI
QUARTERLY
¶Mayor Walker Welcomes Sixteenth Convention to New York. ¶181 A. E. Pi Men are engaged in 82 different occupations. ¶Prominent Alumni Interviewed. ¶Congrats. ¶Campusites. ¶Special Chapter House Section.
JANUARY 1930

the chapter house or members appearing on the fraternity magazine cover. If greater impetus is needed an excellent plan is to hold a contest, awarding prizes to the chapters that submit the best photographs. Obvious advantages of this type of cover include (a) flexibility; (b) a constantly changing "front," and (c) the human interest which can be developed. At the same time, there is no loss of dignity.

(5) The bleed-off photographic cover is the fifth type which is popular and practical. Of the four chosen as representative, the *Phi Gamma Delta* and *The Sigma Alpha Epsilon Record* have a definite fraternity appeal. The *Phi Gamma Delta* also has a distinct local interest worked into an excellent air view of New York, because it graphically shows the exact location of the Fiji Club of New York. Striking is *The Record* cover with a reproduction of the entrance tower of the new Memorial Headquarters Temple. This photograph was made into a beautiful four-color cover by the engraver. *The Caduceus* cover photo was also made into a four-color design showing the beautiful Stanford University Chapel. The occasion was an announcement of the next Kappa Sigma convention to be held at Stanford. A photograph of a Π K A football star making a spectacular dash with the ball was the cover used by *The Shield and Diamond* this fall. Advantages of the bleed-off photographic cover include: (a) effectiveness with one-color printing; (b) bleeding-off has a tendency to make the cover seem larger than it actually is; (c) a saving of both time and money through one-color printing. Disadvantages include (a) the difficulty of securing good photographic subjects; and (b) the cost of lettering and stripping in the name of the magazine and the title of the cut.

Build your cover around one of the five plans suggested here. Your choices will be governed by your pocketbook, by your own artistic taste, and by the dictates of your fraternity. The plain border design will be considered more conservative than the bleed-off or the modernistic type and rule design. A lean budget will not permit elaborate borders or two or more colors, and a conservative clientele will not appreciate the flamboyant.

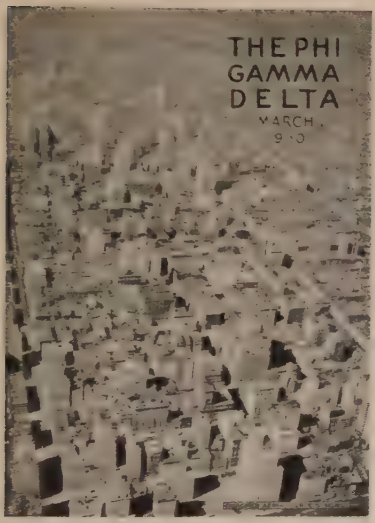
Remember that artistic effects can be achieved with enamel stock or with the scores of other types of cover stock now available. Adjust your cover to the demands of your fraternity and the contents of your magazine. It is, of course, poor taste to include a bleed-off photo-

graphic cover which may be considered modern with an interior that is unillustrated and conservative. On the other hand, it would be equally poor taste to place a highly illustrated, attractive magazine within the plain stock of a simple type or border cover. "Suit the sound to the sense" or better, "suit the exterior to the interior" is good advice to follow.

Those fraternities fortunate enough to include artists within their membership may prevail upon them to furnish designs for covers. Artistic talent will always be found within the walls of your engraving plant. The engraver's commercial artist understands the technic of cover designs and, with suggestions and advice from you, will be able to work out exactly the type of cover that may be most suitable.

Suggestions for new covers come from many sources. Watch your contemporaries. Inspiration will frequently be found in the varying covers of the national magazines that fill every news stand. Frequently ideas will be found on the covers or jackets of the latest books, particularly novels. Summarizing, it will be seen that the most popular type of fraternity magazine today falls into two classes: (1) the hand drawn border design with space for table of contents, and with varying color combinations from issue to issue, probably draws place number one: (2) the combination border and halftone cover runs chief favorite number one a close second, due to the versatility and the varying effects that may be achieved and the human and fraternal interest that may be included.

The "Bleed-Off" Photographic Cover



THE VALUE OF FRATERNITY MAGAZINE ILLUSTRATIONS

By ERIC A. DAWSON

Editor of "The Record" of Sigma Alpha Epsilon

"If a survey were taken of the most popular magazines there is reason to believe the prize would go to the one which is profusely illustrated"

HISTORY teaches us that one of the first forms of communication in ancient times was through the scratching and marking of pictures on stones and tablets. To some extent that form of communication has extended through the ages, so that even today the method does not differ so widely from that of the ancients, except that the reproduction of photographs and halftones for publication has advanced almost to a stage of perfection. The principle is the same. Even the young children of the kindergarten are taught first the rudiments of what we call an education by means of pictures and the like. When all is said and done, we are but grown up children, and the best methods are still the ones which have been used for centuries.

If a survey were taken to find out the most popular magazines published in America today, there is every reason to believe that the prize would go to those periodicals which are profusely illustrated, for it is generally admitted that those magazines which are lacking in illustrations of any kind are limited to a certain class of well educated people as a reading public. Today we are living in the age of airplanes and speed boats. Some call it the "jazz age." By whatever name it may be termed, one certainly knows that it is a fast one and that people find very few moments to devote themselves to anything where abundant time is one of the requisites.

People either do not have the time or do not take the time to read articles of any great length, unless they are particularly interested in

the contents or subject matter of those articles. It is interesting to note that the novel is today just half as long as that of twenty years ago. The shorter the article, the more readers there will be to whom it will appeal. Quite often, too, a photograph will tell a story much more graphically than any number of descriptive words. A photograph will make a deeper impression on the average reader than many paragraphs of description or narration. An article illustrated with an attractive and sometimes unusual halftone will catch the eye of the reader and arouse his curiosity much more quickly than an unillustrated article. From the halftone, he pictures to himself a résumé of the whole story, and if it is appealing, he has a desire to read all of it.

An illustration gives life to a story and many illustrated articles give life to a magazine. The fraternity magazine without illustrations is the one that is least read. Of that one may be sure. Not only the college students, but the alumni, men and women of the business world, do not have time or do not take time to read seventy-five or one hundred pages of solid printed matter in a magazine. In place of many of the shorter articles in these fraternity magazines, a photograph would tell the same story and tell it in a much more attractive way. By inserting halftones of people and places, where the subject-matter itself is limited enough, one pleases not only those who are directly concerned, but also his friends and relatives, thereby increasing the reading public of the magazine. In one issue of a fraternity magazine during the past year there appeared the photograph of eleven hundred persons, either singly or in groups. Allowing five interested persons, and that is not too many, for each photograph, that makes a total of over five thousand people who were particularly interested in that single issue. We are interested in people as well as in things, and the editor will find out, too, that members of other fraternities are interested in the photographs as well as in the news articles appearing in his product.

Every fraternity takes a just pride in its history and in its traditions. Every fraternity, young and old, will some day have a complete outline of its life, from its founding onward, printed either in one or in several volumes. What would a fraternity history be without illustrations? Unless cuts or halftones have been made from time to time as events have happened, many important incidents and faces will be lost to the

future historians of fraternities. By saving the cuts which appear in the magazine from one issue to another, one creates a store house, which in time becomes the supply with which the history is illustrated. Of course, one may store many photographs for future use, but they are more easily lost than are halftones, and if they have been used in the fraternity magazine, they will have served a double purpose. Even if a fraternity never has a printed history, a magazine well illustrated through the years will constitute a very creditable record for any fraternity.

The style of a magazine is bettered or made worse by the manner in which the illustrations are placed in the book. As far as possible, when several cuts of the same activity appear in a magazine, they should appear as closely together as is consistent. For example, the photographs of five men of national prominence make a much better impression, if placed on one or two pages than if scattered throughout the pages of the magazine; or five captains of athletic sports look more impressive together than when placed on several pages, far apart. When the likenesses of many athletes appear in a magazine, the effect is much more forceful if they appear on several pages succeeding each other. Similarly, prominent men of the business world, college honor men, statesmen, and men belonging to other categories of life should be grouped as nearly together as possible, if the maximum effect on the reader is to be produced. Of course this theory is flexible, and when the story of one chapter is written, all cuts pertaining to that chapter should appear with the article. Every magazine should have an attractive or unusual frontispiece near the front. That one illustration may set the whole tone of that number of the publication. It puts the reader, as it were, in the right attitude. Some magazines confine their illustrations to a pictorial section. In themselves these pictorial sections are very fine, but it is quite likely that that will be the only part of the magazine read by the majority of its readers. Keep the pictorial section, if that is a department of your magazine, but add illustrations to your articles as well. It will be worth all that you put into it, from every point of view.

Some time during the year, preferably at the close of the college season, a résumé of the entire year, photographically speaking, may be made a valuable contribution to the general interest of the magazine. Not only will it be interesting, but it will also be a saving in the en-

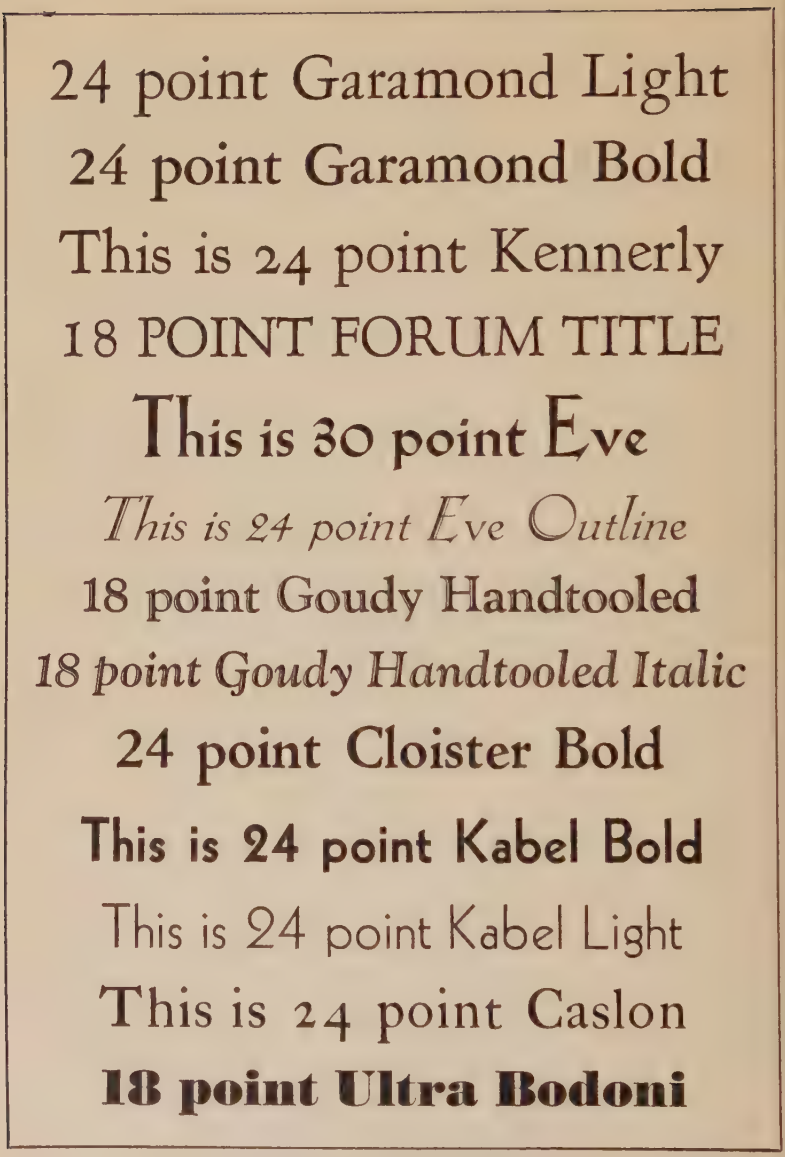
graver's bill. On account of its distinctive character, a fraternity magazine would lend itself to this résumé more easily than would any other class of periodical. One could take the cuts of all the Phi Beta Kappas which have appeared in the magazine during the current year and group them on a page or two, if there happen to be enough for that. Treat in a like manner the sports captains, editors, prominent alumni, and others. If this is done in a tactful way, most readers will scarcely realize that they have seen these photographs before, and this grouping together in one part of the magazine will be decidedly impressive not only to your own members, but also to strangers who see and read your magazine, and whom you are anxious to please.

There is the question of expense. Yes, indeed, halftones are expensive, very expensive, and for that reason are sometimes prohibitive for those fraternities not having an adequate endowment fund of some sort for the maintenance of their publications. Yet there are tricks to all trades, even in that of engraving. If your engraver is sympathetic and generous, he will show you how to arrange your photographs, so that many can be put into one halftone, thereby reducing the cost. If you have the photographs of five or six athletes, for example, do not have a cut made for each of them, but place them in a row and have one cut made of them all. The boys themselves are just as happy, the effect is the same, and the cost is about one-fifth. The same method may be used when one chapter presents for publication several photographs, even though the members may not all belong to one particular activity. If you can, encourage your chapters to send photographs of the same size. It is engraving economy from any point of view. Later if you wish to use the cut of an individual member who appears in the large cut, it will require but a few minutes to saw apart the section containing his likeness, and your printer usually will not charge you for the cutting. Some engravers encourage the use of art work when photographs are grouped. Art work is expensive, even more so than the engraving; and it is not essential. An attractive gray cardboard for a background will do just as well and costs nothing. For tracing a few graceful curves around the photographs you will have to pay several dollars. Omit the art work.

Another important factor in the economy of engraving expense is to have a few standard cut sizes for your magazine, so that later you may

group them, making the layout pleasing, for after all no page should ever shock the eye of the reader. Quite often the size of the cut must conform to the prominence of the person or the object, a statesman taking precedence over a campus politician. The size of halftones should likewise conform to the size of the page of your magazine. Much space, which is always valuable, can be lost because of a cut which does not fit in suitably.

Unquestionably most editors will find that illustrations are among the most popular features if not actually the most popular of their magazines. Pictures attract where words fail. There are many subscribers who, on receipt of the magazine, look at the photographs, throw the copy aside, and then declare that they have read the periodical. At that, if the magazine is well illustrated, they will have a fairly good idea of its contents. Primarily we publish our fraternity magazines for the active chapters. Youth is in a hurry these days, and youth must be served. Youth has no time for lengths and breadths. What we serve must be concise, and what is there more concise than a photograph? It is sometimes a whole novel in a few square inches. If you do not use photographs, start now and use many of them. You will find that your magazine will be more welcomed by its readers than it has ever been before.


24 point Garamond Light
24 point Garamond Bold
This is 24 point Kennerly
18 POINT FORUM TITLE
This is 30 point Eve
This is 24 point Eve Outline
18 point Goudy Handtooled
18 point Goudy Handtooled Italic
24 point Cloister Bold
This is 24 point Kabel Bold
This is 24 point Kabel Light
This is 24 point Caslon
18 point Ultra Bodoni

Popular Display Types in Use Today

HOW TO IMPROVE YOUR MAGAZINE'S TYPOGRAPHY

By LELAND F. LELAND

Editor of "The Teke" of Tau Kappa Epsilon

You will find added to this chapter, type specimens, notes on good printing, the point and em systems of measurement, and a glossary of printers' terms

THE artist mentally visualizes his masterpiece before he touches brush to canvas. As he proceeds, his vision (his child of fancy) begins to take form. Crude at first, it gradually assumes definite proportions and lifelikeness until it emerges in all its splendor. Soon that bit of black canvas, touched by master hands, shows the results of a mental vision for all to see, and seeing, marvel at the creative genius of man. So it is with the author, the writer, the editor. It is the power of civilized man—it is the development that marks him from the savage—to pass on his vision of beauty, that others may become inspired, and becoming inspired, strive for that higher attainment which marks one man among others. Creative genius enters into magazine typography and make-up, our immediate interest, and may to a degree be likened to the work of the painter-artist. Just as the artist uses his definite tools—canvas, brush, paints—so the magazine typographer has his instruments, his paper dummy, his type, his cutlines, and his cuts. To achieve a beautiful yet thoroughly practical and compelling combination of types, cuts, headlines, boxes, borders, and runarounds, combinations that will arrest the eye of your reader, requires forethought and careful planning and visualization on the part of the editor.

The editor who would place his magazine in a sphere typographically striking and unusually attractive must be somewhat of a dreamer. He must dream over his next edition; he must conceive here a page with this cut or that headline combination as he suggests his editorial con-

tents and carefully places one article as his leader and another as a balance for the first and yet another and another and another. Soon he will find that his edition orders itself from a jumble of brain children, and where for the moment the jumble confused and puzzled and perhaps exasperated him a bit, he will find that his pages will march in review before him.

But magazine typography of a creditable sort is not accomplished by dreaming alone; that is only the first, though necessary, step. Good hard work—peace-dispelling and mind-distracting work—and careful planning are necessary adjuncts. And here let it be said that the editor who cannot and who will not work hard has no place in the field of editing, whether that field be that of the fraternity magazine or not.

The entire page and the entire magazine need not be designed mentally, nor is that the best plan to follow. One may lay out one's conceived ideas as they occur on paper, cut, stitched or sewed into the dummy size of your particular magazine, moving this article to the front and that to the back, changing the position of this cut or that photograph, moving it first to the top, then to the bottom, to this side or that corner, the better to ascertain its proper attention-compelling value to the eye, the appeal to harmony and balance, and the relationship with the reading matter on the opposite, preceding, or following pages. Appeal and attention value as well as ease and pleasing (and unconscious) persuasion from the viewpoint of the reader should be ever foremost in design.

Good typography and makeup, properly done by the careful use of the principles of balance, harmony, variety, and emphasis, and the use of a bit of forethought will largely distinguish your magazine—your fraternity's publication—over a period of time. It will raise the estimation and increase the pride of your brothers in their own fraternity and it will elevate the opinion of your fraternity in the minds of your contemporaries.

"But," you may argue, "why should I bother about intelligent makeup? My reader knows nothing of the fine points of typography; whether or not the matter is attractive makes little difference to him. What he wants is good reading, not form. He wants his fraternity news, not cuts, pictures, fine type, dextrously put together."

In that, however, brother editor, you are mistaken. Let us cite for

example, to carry the argument, the windows of two stores in any fair-sized American city. There are usually two kinds: the cheap, trashy variety, where little attention has been paid to the science (and I use the word advisedly, quoting from the vernacular of the trimmer himself) of window trimming; and there is the one where infinite care and effort have been taken to make the merchandise carry forth the exact appeal that will sell the goods. The latter will be beautiful and attractive, yet ever simple and never overdone. The first is devoid of thought; it is usually junky; the second is charming, pleasing. The better windows, the striking ones, compel the eye, you say. Certainly, but why? You know nothing of the fine points nor the technique that enters into the ordered arrangement of sales-compelling windows. Yet you will readily sense the difference between good and poor windows.

So it is with your magazine, its design and typographical make-up. The make-up of your pages may be likened to the store windows, the merchandise to your contents.

First you must attract your reader *into* your magazine; you must sell him the contents of the article by your attractive arrangement of it. Using salesmanship methods, you induce your reader to read the article (your merchandise) which in its turn must not disappoint the reader. The make-up must not overplay the editorial contents as is the case with so many of our scandal magazines and cheaper publications of general appeal and national circulation. The treatment of the editorial contents, however, does not enter into this discussion.

General rules for improving the typographical make-up of your fraternity magazine are hard and difficult to state, if indeed definite rules other than those of harmony, balance, and emphasis can be given.

Improving the typography of your magazine is a matter of personal taste; rules are difficult of statement because of this fact and no general regulations other than those mentioned above should be slavishly followed issue after issue. Experimentation on the part of the editor—the trial and error method, if you please—will aid you in the improvement of your own magazine.

Plan out your page, your layout, set it into type, print it; then evaluate the result. Judge it from your own standpoint; ask the opinion of your printer, for he knows type; solicit the criticism of your readers;

get your contemporary to take your publication as a whole and suggest improvement. Begin by studying the national magazines and newspaper magazine sections. Some are good, some bad. Some violate all ethics of good taste. Purchase a copy of the *Atlantic Monthly,* note its type, its style, analyze its make-up and note that its power (typographically speaking only) lies in its utter simplicity and its readable type. Lay before you a copy of *The Saturday Evening Post* and note its make-up, its consistent use of a specially designed italic type called Post type. Its large, well-written, specific and direct headlines, its use of timely action photos, and its strategic placing of cuts where they will strike the eye leading you either to the headline or an important notation, form the basis for its attractiveness. Now take a copy of the *New York Times,* Sunday edition. Give it to a brother or your wife or sweetheart. Let them go through it. Then note which section they look at first. Inevitably the rotogravure section. Why? Because the pictures attract them.

This is a picture age: more so today than last year; and ever more will the morrow demand good photographs and illustrations. Why? Because a picture will tell an entire story at a glance where a thousand words of description will fail. Go back to the *Times.* The next section that will be read is the magazine section, well done, in black rotogravure; conservative, timely, exceedingly well written and well illustrated it is. Note the headlines; note the manner of illustrating, the use of dignified illustrations of the better and accepted artists only. A make-up considered highly artistic by Wilhelmina Weber, secretary of The New York Art Students League, who refers to it as the "Artists' Bible."

The *Times* is a good guide for those interested in the conservative in both make-up and editorial content. The style of the *Times* magazine section is an excellent starting point for the editor illiterate in make-up.

Now take a copy of the *Cosmopolitan* magazine for the other extreme in magazine make-up. Here large headlines (well written and poignant, however), large illustrations and complete cutlines in both the fiction and article sections are the rule. The vivid cover beckons from the magazine stand in the corner drug store; the inside make-up attracts you to the story as much as the big names that appear under the headlines.

This is magazine typography salesmanship at its extreme. This type of design is just a bit too flashy, too much valuable space is wasted and the effect a bit too lurid for the average fraternity editor, but this magazine bears study. Now secure a copy of the *Good Housekeeping* which is more conservative than *Cosmopolitan.* This periodical, although it too may be considered flashy, is considerate of its space; it runs more to the article form rather than fictional, and its headlines are written with care that denotes study on the part of the editors. It is an unusual magazine, one that never violates the essentials of good taste. It uses a delicate and readable head type; it selects its photographs for their action and its presents monthly a splendid array of stories and articles. Its method and manner of treating commonplace subjects and dry articles written by important names has elevated those dry bits of writing to a sphere that actually encourages reading.

Let us now turn our attention to the headlines, which together with the use of cuts, borders, and decorations, enter chiefly to distinguish your publication. It is said for the newspapers of today that their large headlines, attractive and well worded, have been largely responsible for the huge circulations recorded by the successful newspaper. This may be a bit ambiguous, but the statement undoubtedly has some basis in fact; no one has any very definite proof, but it must be admitted that attractive headlines that tell the story do lead you into the article. Some editors, particularly the newspaper and some magazine editors, design a number of different styles of headings for their use and limit themselves to this number. This is well for the editor whose knowledge of type and make-up is not the best. *Fortune,* the *American Boy,* and the *American Mercury,* are examples of this class using standardized styles from which there is little departure. For the editor who would experiment, however, it is well to have the head styles only roughly defined, so that the range will not be cramped for future experiments. General sizes of type that are in conformity with the size of your publication, however, should be used. You will want to decide first on the kind of type to be used; and then whether you will use the lightface or boldface of this type, depending on whether or not you desire to lean toward black or light, liberal or conservative. Good results can be secured with either. For the fraternity magazines of the 6x9 size, headline type of not more than 30 point should be used: 24 point has

been worked out as the best face for most magazines of this size.

Subheadings of 12 or 14 point should be used to explain further what the headline says. This should always conform to the headline type, although the size will be smaller, and frequently italics will be used for differentiation and emphasis. With the editor of the *Teke* a recent transition has taken place in the matter of type emphasis, and where formerly he used italics exclusively for subheadings running to three lines, he now uses the number of lines that fit the space set in 12 or 14 point roman, *italicizing* the word or two that he especially wishes to emphasize. As a rule you cannot violate the essentials of good taste if you use 24 point type in one or two lines for your major headline, going to 12 or 14 point for your subheading and 10 to 12 point for your by-line. Good effects can be attained with the 24 point line alone. Used in connection with a cut that goes across your page, you can employ your line of type either above or below the cut. In general you must adapt your headlines to your reading public. There are many of you who will use nothing but small bulletin heads, mere stickers that announce what the inside contains, much in the manner of the conservative *Harvard Alumni Bulletin,* the *Atlantic,* the *American Mercury,* the *Dial* and others; there will be many (and we believe a majority) who will demand and admit the type used more generally in the *American Magazine,* and in *Cosmopolitan.* Determine which your clientele will like best, then proceed. Your headings will become, in time, largely a matter of your personal taste and inclination. For what editor is there whose personality is not reflected through his publication?

Here it will be well to digress for the moment to note some specific thoughts relative to headline type. In general we would recommend to fraternity editors but four types, which by no means, however, represent all the best in type; these four, however, do represent distinguished types that will at once be recognized for their fineness, their beauty, and their readability. All four are practical and have stood the test of years. Caslon, the first, is undoubtedly one of the oldest type faces in the world in popular usage since its design by William Caslon I of England. One finds many notable examples of printing with this type centuries ago. Note the beautiful Bibles created in the sixteenth and seventeenth centuries in this type.

This is a sample of 18 point Caslon

Bodoni, our second face, was designed by an Italian of that name and has survived as a distinguished and dignified book and magazine type. Modern variations include Ultra Bodoni shown here.

Sample of 12 point Ultra Bodoni

Garamond, our third face, now available in both light and bold, is especially urged for fraternity magazine use. Recently redesigned and recut by Goudy, a famous present-day type founder, from the older Garamond of the sixteenth century, it is perhaps the most beautiful face extant today. It is a rugged, irregular type face that savors just enough of the hand-tooled and the hand-lettered face to be strikingly different. It has two other advantages. It is not a freak type and will survive for many decades to come; and it works well, particularly in the italics with swash (fancy letters) and hand-lettered initials that are now available at the type foundries.

This is a sample of 18 point Garamond

The fourth is Kabel, a new, modern, sans-serif type face which has recently come to us from the German type designer, Koch. Kabel comes in bold and light, both of which are distinctive and different. The bold particularly commends itself to the fraternity editor, because of its ruggedness, while the light is particularly adaptable to sorority magazines, because of its distinct femininity. Although Kabel has elements of the freakish in its make-up, its saving grace is a ruggedness of design which gives it a hand-lettered effect, and which will, I believe, keep it with us for many years to come.

This is a sample of 18 point Kabel

And now for a *don't:* Cheltenham type, one of the most universally popular faces to be offered for many years, has had a long run of favor, but should *never,* and I cannot emphasize this too strongly, be used by the fraternity editor, for it is distinctly not a magazine type. It is a rough, course, black type that goes well in its particular field, which includes only the newspaper. It is too bold and blocky, too

machine-like in its cut, and effects of beauty cannot be obtained with it. To use it in a fraternity magazine would be quite as out of place as to give a lady of high estate, dressed for the ball room, a ride in a heavy, plodding, lumbering farm wagon.

The present-day tendency in make-up is simplicity with just enough punch in the form of swash letters, and a mixing of roman and italics in the headings to add variety. Overdoing type, cuts, or swash letters, unless great care is used by one who has the trained eye of an artist, will result in smudginess and a hodgepodge appearance. The proper and diplomatic use of type, borders, and cuts will make your magazine and will readily distinguish it from the amateur. The use of cuts should never be overdone and rarely is there reason for inserting more than two on one page. Headings should not be too large or too frequent. It is poor taste and makes for loss of emphasis to place two headings of the same type on the tops of two opposite pages; it makes for confusion in reading.

The use of boxes is good, but these can be overdone easily. Boxes are desirable where special emphasis is desired, if not too frequently used. Light rules are preferable in making boxes. Attention should be attracted to the story itself rather than the box, and heavier rules detract from the readability of the story. The use of initial letters is subject to flagrant abuse and neglect in fraternity magazines. Many of our magazines begin their articles with no other pretense than straight machine type. Initial letters are used principally for beauty; they attract attention to the beginning of the story and add to the harmony of the page. Care should be taken that the letter is not too large. In the 6x9 magazine size two-line initial letters at the beginning of the story are preferable; never use more than a three-line. Some editors prefer to use one of the many striking open-face or fancy letters now on the market; others use the same kind of type as is used for headlines.

But we must hurry on. Our attention is now held by the wording of the headline itself. Strictly not within our province, perhaps, nevertheless the wording of the heading is important. In a recent fraternity publication appeared this heading:

From our Scholar

a heading which at once discourages the reader from delving further

into the narrative, excellent though it may be. In another publication we found this heading over a similar story:

Why Is It One Always Asks—
A RHODES OR A ROADS SCHOLAR?

a heading which, because it is a question, challenges your subscriber to further reading. His curiosity is aroused and he is unconsciously aware that the story will contain the answer to the question that the headline asks. This is followed by the subheading set in 12 point italics, drawn in one pica em at each end for nicety and to lead the reader into the story:

"The Compensations of a Scholar Are Many at Oxford Our Brother Finds—Scholarship Includes Extensive Traveling Privileges in England, and on the Continent."

Suppose you are the reader and the judge. Which heading would attract you and encourage you to read the story thus heralded? Such queries we must put to ourselves constantly in editing our fraternity magazines.

The use of illustration is imperative today if the fraternity magazine is to become a real leader. What can be more discouraging to the average busy student than to find page after page in his fraternity magazine filled with drab, dreary material unbroken by cuts, headings, or subheadings of any sort. Which brings to mind the story of the French editor, who having been ordered by his government to print a long and wordy retraction of a political assertion—naturally dictated by the government—did so by setting the retraction in 5 point type, unheaded, jammed together solidly without headline or subheading; unbroken for five columns. He was quite certain, he said the following day, that not more than two or three of his thousands of readers were energetic enough to read more than the first paragraph.

"Why this attention," you ask, "to my fraternity magazine? My magazine has neither to compete with the national magazine from the news stand nor the daily paper on the street. Mine is a specialized field; my brothers will read their fraternity magazine regardless of how it is got up; I have no competition; I have no peer. Sentiment alone will compel the fraternity man to subscribe for and read my magazine."

In answering it must be conceded that the fraternity reader does not

look to the news stand for his fraternity magazine and sentiment may compel him to subscribe. But have you ever entered the home of an average brother or friend where you did not find, on investigation, a dozen different magazines and newspapers on the family table, all clamoring for the busy man's time? Your publication is in competition with a dozen other publications the moment it enters the office or home. If your publication is less interesting, less inviting, poorly made up, he will read the others first. To the magazine representing his fraternity he will come last. He may read it for the time being, his interest gradually dying; ever so slowly at first, but gradually gaining in momentum like a rolling snowball on a wet day in winter, until he finds the reading no longer a pleasure, but a burden. And so, after a time you will have lost another subscriber, another loyal supporter.

If our fraternity magazines are to assume a larger place in the world, we must raise them to a higher standard. And this we must do if the world is to respect the college fraternity, for what better advertiser of the college fraternity is there than the official publication of the society? As the fraternity magazine goes, so goes the fraternity; and as the fraternity magazine represents the fraternity, so will the outside world evaluate the fraternity. We must move off the road that leads to the small village type of newspaper, in which the townsfolk advertise and to which they subscribe simply because "it's the home town sheet, and Bill's a good fellow and needs our support."

Concluding now, we would repeat that typography, that make-up is largely a matter of personal taste, involving and requiring study, dreaming, and good hard work. To achieve effects that are striking and beautiful, it is necessary to watch the achievements of other editors in their publications. The type founders will be glad to assist you and to put you on their mailing lists for new styles of types and designs of make-up as issued. These should be studied. A good book or two on typography will help. We recommend especially D. B. Updike's two volumes of *Printing Types* published by Harvard University Press and *A History of Printing,* by John Clyde Oswald. Experiment with the aid of a good printer, and soon your ideas of type will appeal to you and your readers.

In closing I would caution you to remember that the rules and suggestions made by one person may be impractical for the next; that some

suggestions made are as unsound perhaps as the advice of the old-time fake doctor who replied to an inquirer who had sent him the usual dollar bill for a remedy that would cure his ailing leg: "Cut it off."

What the Eye Sees:

The general rules of proportion, balance, symmetry, variety, motion, harmony, and contrast, while technical, will be of aid to the fraternity editor. These technicalities, well described in *The Linotype Manual* by William Dana Orcutt, are given here:

Proportion—The relationship of various sizes, both of single type or illustration, and dimensions of pages, involves proportion. Equal masses of type, or the division of space into equal parts, or the use of equal dimensions, rarely achieves a pleasing effect. The eye prefers variety in the shape and masses which form the magazine.

The amount of variation in size that will contrast most agreeably with the undesirable equality of masses is determined by good proportion. The designer or skilled typographer needs no formula or ratio of proportion to determine such relationship; his taste and judgment are sufficient. But to guide those less experienced, various rules have been given, derived from the measurements of the work of many designers and architects of all periods of artistic activity. These rules vary in their exact numerical expression of the most agreeable proportion, but they may be approximated in the simple proportion of three to five.

Balance—Within any definite space, the critical observer measures the attraction of the various masses of type, illustration, and decoration arranged therein. If there is no desire to move any of the masses, then a state of balance exists. Thus balance is an apparent condition of equilibrium between the various masses of a design. The application of this principle is particularly important in pages containing several groups, and always in display pages.

Symmetry—When a design is so arranged that a straight line will divide it into halves, which would superimpose if the one were folded over on the other, then that design is symmetrical with respect to the dividing line.

While most title pages and all similarly arranged designs are formally balanced on their vertical axis, it is very rare that a page is balanced

on its horizontal axis. Such a condition, which could never be tolerated, would mean that the lower half of the type page would exactly duplicate the upper half, but in reversed arrangement.

Variety—The direct opposite of symmetry is a condition produced by unequal masses irregularly placed with respect to the axis of the page. This scheme of arrangement is often more pleasing than formal balance, and so lends itself to pages containing many illustrations and to display advertisements.

Motion—A page of varied arrangement is frequently so planned that the eye is led from spot to spot in predetermined sequence. This quality of motion is used to emphasize parts of copy progressively so that the message may be conveyed in its logical order. By thus determining the path of the eye the casual glance of the reader is arrested and directed. Such use of the term "motion" is quite distinct from the application of the "line of beauty" in the composition of the picture, of which this idea has been practically applied to the page design.

Harmony—A feeling of unity or common relationship in the general shapes in a page produces shape harmony. This applies not only to the contours of type masses and illustrations, but also to type itself. A condensed type is not harmonious on a wide horizontal page, nor an extended type on a narrow vertical page.

Contrast—In display pages, the variations of size of type and their material are important in securing contrast and emphasis. Judicial use of white space plays an equal part. With a single font of type, skillful spacing and indention will accentuate the contrast in form of the roman capitals and lower case, the small capitals and the italic upper and lower case. Subtle contrasts of type sizes require careful study, praticularly to realize the value of headings and captions in sizes smaller than the body type.

The Essentials of Good Printing:

All of our fraternity publications are printed from movable type. Several have eight- to sixteen-page rotogravure sections, but whole editions have never been reproduced by any of the newer methods which usually are more expensive than printing. The editor who co-operates with his printer will secure better results than one who does not; and I would agree with DeVinne who said, "Next to clearness of expression

by the writer, comes neatness in reproduction by the printer." Among the many essentials of good printing are three that stand out:

(1) *Legibility*—easy to read.
(2) *Emphasis*—must attract attention.
(3) *Harmony*—must please the eye.

How the Point System Works:

Until the point system was invented by a thoughtful printer, type sizes were designated as Nonpareil, Pica, Primer, Long Primer, et cetera, and confusion existed with types becoming larger and larger. Now type is cast on a definite body and varies from 4 points upward to 240, with 72 points approximating an inch. One point, therefore, is practically 1-72 of an inch. Body type in fraternity magazines is usually 8 points or 10 points in size with some as high as 12. Headline type varies in fraternity journals from 12 to 60, the majority using either 24 or 30 points.

Old Name

This line is 18 point—Great Primer

This line is set in 14 point—English

This line is set in 12 point —Pica

This line is set in 10 point —Long Primer

This line is set in 8 point —Brevier

This line is set in 6 point —Nonpareil

How the Width of Type is Measured:

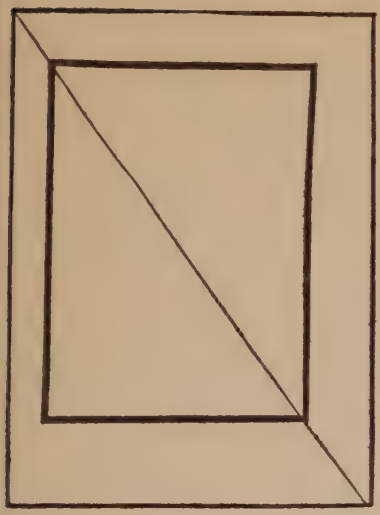
In order to provide a finer system of measuring type width than inches, the ems system was developed. Widths are usually measured and referred to in *pica ems,* which means that the em measure used is 12 points wide. Printers and printing supply houses have rulers that are divided into both inches and ems and can be had for the asking. It is well to accustom yourself to the printer's terms and styles of measurement because he understands his own terms better than those you may invent.

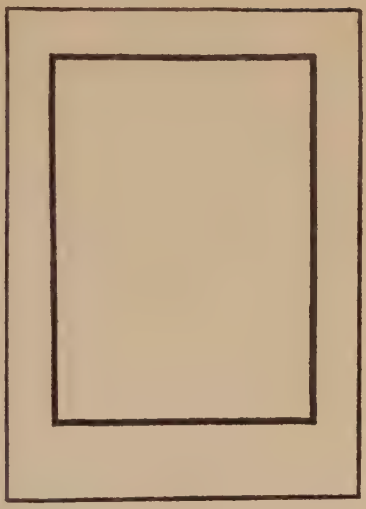
Use of the Dummy:

The most convenient method of indicating to your printer exactly how, where, and in what position you wish your material placed in your magazine is to make up a dummy. A dummy is as its title indicates a blank book, the actual size, style, and finish of your completed magazine, *except* that it contains no printing, and is *blank*. If difficult make-up is your forte, with type running around cuts, it would be well to order your cuts, or to have your printer order your cuts first. When you receive proofs of these cuts, paste them in the exact position that you wish them to appear in the finished product. Then, indicating your run-arounds, sketch out the remainder of your dummy, indicating positions of heads, decorative cuts, and other features. Send the dummy and copy to your printer for type setting. Ask him to return the dummy to you together with the galley proofs. Receiving this, paste your galley proofs into the dummy in the order in which you wish the printer to make up the pages. Allow ample space in pasting in your galley proofs so that your printer will have more than enough space to insert the type. A good printer will be glad to help you work out the problem of dummying and will also supply you with dummies, cut and trimmed to the proper size.

The Question of Margin:

The question of white space and margin is always a troublesome one. It is troublesome because the majority of average printers will insist on locking up a type form with equal margin on all four sides. There are today two schools of thought relating to margins, either of which may be followed with correctness. The first is that group which follows the old rule worked out by an ancient printer. It prescribes that the inner margin of the page shall be smaller than the top margin; the top margin shall be smaller than the outside margin; and the outside margin shall be smaller than that at the bottom. You can find the exact ratio by drawing a line from the upper left hand corner to the lower right hand corner of your page. Proceed by drawing in your page size and you will have your margins. The second school balances the page by prescribing equal margins for the top and sides, allowing more space at the bottom.





Glossary of Printer's Terms*

Alignment. The arrangement of type in straight lines; also the adjustment of the lines of type so that their ends appear in line, vertically.

Antique type. Type of an old or medieval character. The lines of all the characters are nearly uniform as to thickness; the corners square and bold.

Arabic numbers. The numeral figures as distinquished from roman characters.

Ascender. That part of a lower case letter which extends above the body of the letter. The letters *b, d, f, h, k, l,* and *t* have ascenders.

Black letter. Type characterized by black face and angular outlines. Also known as Text and sometimes as Old English.

Blank. A page upon which no printing appears.

Body type. The type used for setting the main part or body of the magazine or article. Usually 8, 9, or 10 points.

Bold face. A heavy-faced type.

Borders. Designs or lines used to surround pages, boxes, et cetera.

* The majority of these terms, with occasional variations, are taken from *Banta Book of Printing,* which is used by courtesy of the publishers, George Banta Publishing Company.

Box-head. Type surrounded by rules.

Cap. An abbreviation of capital.

Caption. The heading of a chapter, section, page, or article.

Coated paper. When a paper with high gloss is desired, a web of paper is first made and then coated and calendered. It is a prerequisite for good halftone work.

Composing room. A room where type is set or composed and made up into forms for printing.

Composition. That part of the work of printing which relates to typesetting and making-up.

Compositor. The printer who sets type, either by hand or by operating a typesetting machine (linotype, intertype, monotype).

Copy. All material furnished to the printer to be used by him in the production of printed matter. It may consist of manuscript, reprint, illustrations, photographs for reproduction, et cetera.

Cutline. The matter printed beneath an illustration. The term is used as a synonym of legend, and incorrectly of caption.

Descender. That part of lower-case letters that descends below the body of the letter. The letters *g, p, q,* and *y* have descenders.

Dummy. Blank pages of a magazine in which the editor "lays out" his ideas on paper and in which he pastes galley and cut proofs.

Eggshell. An unfinished paper unsuited for printing half-tones.

Em. The square of any type body.

Enamel paper. Paper which is surface-coated so that it is very smooth. Used for halftone and process color work.

English finish paper. A calendered paper with a duller surface than enamel.

Face. A term applied to a particular style of type: as, *Light face, Bold face, Old Style, Modern.* It is also applied to subclassifications of general styles as those just named. For example, Kabel is a Modern Style face, and Cheltenham is an Old Style.

Font. A complete assortment of types of one size and style.

Form. Type pages locked into position in a chase.

Format. The term for the physical size, shape, and appearance of a book.

Galley. A shallow metal tray, made in various sizes, used to hold type after the lines have been taken from the composing stick.

Galley proof. An impression from the type while still in the galley.

Gothic. A name given to a type face usually square in outline and devoid of serifs. This letter is Gothic (**U**).

Imposing stone. The flat surface upon which forms are locked up for the press; either of polished stone, or of iron.

Indention. Blank space left at the beginning of a line to indicate a paragraph or to emphasize a section of the text. In the latter case indention may be employed at both margins.

India paper. A thin, soft, absorbent paper used for the finest impressions of engravings when a saving in paper weight is desired.

Insert. A separate sheet, usually of different stock from the main part of the magazine, pasted between the leaves or sections. Inserts are commonly used for illustrations when the text is printed on Antique paper. Also for convention photographs.

Inset. When one sheet is placed inside of another, both being folded, the first sheet is said to be inset.

Italic. A style of *type,* designed by Aldus Manutius; said to be an imitation of the handwriting of Petrarch.

Laid paper. A book paper having lines water-marked or running through it at equal distances, the lines being made by the pressure of the wire screen during manufacture.

Leaders. Dots or short dashes set at intervals in lines to guide the eye across to figures, et cetera, as in a table of contents.

Leads. Thin strips of metal, cast in various thicknesses (2-point is most common) and less than the height of type, used to separate lines, to give additional spacing, et cetera.

Legend. The explanatory matter printed beneath an illustration or a table.

Linotype. A machine for setting and casting type in lines at one operation. (The Intertype is a similar machine.)

Live matter. Type or other matter in preparation or ready for printing.

Locking up. Tightening, by means of quoins, the type and material in a form, so that it will lift together, ready for the press.

Lower case. The case that contains the small letters, figures, points, and spaces; also the small letters themselves.

Make-up. The process of converting type as it is in galley form into pages.

Making ready. Preparing a form on the press for printing, by giving each part the proper impression, making overlays, underlays, et cetera.

Modern type. A class of roman type, of which the leading forms are, broad face, Scotch face, French face, thin face, bold face.

Nonpareil. The old-style name of a size of type equal to 6-points.

Off its feet. A term applied to type which does not stand squarely on its base. The result is a faulty impression.

Offset. A transfer of ink or color from one page or sheet of paper to another.

Old style type. Reproductions of the styles of early printers: as, Caslon, Baskerville, and Elzevir.

Page-proof. An impression of the type after it has been made up into page form.

Pi. Type mixed up "helter-skelter."

Pica. A size of type equal to 12-points. It is the standard of measurement for leads, rules, furniture, and also for width and length of pages. Six picas equal, approximately, one inch.

Point. The unit of measurement of type. It is approximately one-seventy second of an inch.

Press-proof. A proof made after the form has been placed on the press and before printing has been started. It is read for the purpose of correcting any errors which have escaped detection in earlier readings. Press-proofs are almost invariably read by the printer only and are not submitted by him to his customer for examination.

Quad. Abbreviation of quadrat; a metal blank used to fill lines and other spaces.

Quoins. Wedges used in locking forms, formerly made of wood and used with beveled sidesticks, but now made of iron.

Reglets. Thin strips of wood similar to leads, 6-points and thicker, used as substitute for leads and slugs in large spaces.

Revised proof. A proof, either galley or page, which is taken after the corrections indicated in the preceding set have been made.

Roman. The class of type in general use as distinguished from *italic* types.

Roman figures. Numerals expressed by letters as distinguished from those expressed by Arabic characters: as, I, II, III, et cetera.

Saddle-wire stitch. Wire stitching through the center of the back of a magazine instead of through the side.

Side-wire stitch. Stitching the magazine near the binding margin with wire staples so as to leave a square back.

Slip-sheeting. The process of placing blank sheets of absorbent paper between printed sheets as they are delivered from the press. The purpose is to prevent the ink from smutting or from "offsetting" from one sheet to another.

Signature. A sheet after it has been folded and is ready to be gathered.

It usually consists of 16 pages, but may comprise 4, 8, 32, or 64 pages.

Slug. A thick lead, usually three times the thickness of a 2-point lead.

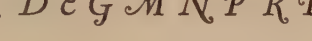
Small-caps. CAPITALS of a smaller size than the regular capitals of a font.

Spaces. The small blanks used to separate words, et cetera.

Stock. A term used by printers to indicate paper.

Supercalendered paper. A class of paper to which a glazed surface is given by rolling or calendering.

Swash letters. Letters that have ornamental prolongations or embellishments. Examples:



¶ The More Common Styles of Halftones

SQUARE WITH LINE

OUTLINE

OVAL (ELLIPSE)

SQUARE, NO LINE

[CUTS COURTESY APPLETON ENGRAVING COMPANY.
PHOTO COURTESY "MILWAUKEE JOURNAL"]

¶ Other Styles of Halftones

Circle

Square with Cut Corners

Square with Gray Border

Vignette

ILLUSTRATIONS—HOW TO IMPROVE THEM

With notes about halftones, zinc etchings, halftone screens, color reproduction, cut pitfalls to be avoided, and a glossary of engraver's terms

HALFTONES, line cuts, and zinc etchings, technically known as *engravings,* but more familiarly referred to as *cuts,* are all made by the photo-engraving process, the former, usually from photographs, and the latter from line drawings, type, or other solid material.

Halftones. Halftones are usually made of copper, although halftones of zinc are also called by the same name. Photographs and wash drawings must be made into halftones and cannot be reproduced as zinc etchings. In making a halftone, the engraver photographs the copy with a special engraver's camera, the light filtering through a special glass screen, which reproduces the picture upon a sensitized piece of copper (or zinc) into many small dots of varying size, instead of a solid mass as in the original copy. The dots are large or small, close or far apart in proportion to the shades in the photograph.

Zinc Etchings. Zinc etchings are reproductions of solid lines only and are made of zinc. The copy should be black, every line sharp and clear, and, in general, larger than the cut desired.

Halftone Screens. Halftones are grouped by the coarseness or fineness of the *screen* used in photographing them through the engraver's camera. The screens vary from 60 to 400 lines to the inch, which is another way of saying that there are that many dots per inch in a line. The more dots per square inch the finer the halftone. The best screens to use on a finished stock of relative smoothness in the fraternity journal will be either 133 or 120. Newspapers usually use 60 or 80 screen, and the better national magazines will use either 133 or 150. Screens finer than 150 are rarely used except for fine advertising printing.

How Colors Reproduce in Halftones. Photographing colors, whether with the ordinary camera or the halftone engraver's camera, is a peculiar one, and when your pictorial copy is of a color other than black and white and gray, or a mixture of colors, bear in mind that:

Black reproduces black, but—
White reproduces light gray.
Blue reproduces light gray, practically the same as white.
Bright red reproduces nearly black.
Bright yellow reproduces nearly black.
Bright green reproduces dark gray.
Purples reproduce medium gray.
Browns reproduce deep gray.
Grays reproduce variously gray.

Pitfalls To Be Avoided*

It is usually far easier to prevent the destruction of copy than to replace it, not to mention the time and money cost of the latter. There is a wrong and right way to do everything. And when it comes to the question of handling copy for reproduction by the photo-engraving process, the difference between wrong and right can mean quite a sizeable amount of money. It may also result in a considerable loss of time and the dangers arising therefrom. It is our purpose here to help you save that money by pointing out the difference between the wrong and the right.

To start with, there is that matter of indicating to the photo-engraver exactly how much of the area of a photograph or drawing is to be reproduced. Many a halftone has been ruined by the manner in which these and other instructions have been indicated and conveyed.

Plate No. I shows you the one and only right way to indicate how much of a picture is to be reproduced. Do it by means of small black lines in the margin of the print. Never do it as shown in Plate No. III—because if you do, you not only spoil the print for other purposes, but the photo-engraver has to come inside your marks and thus show less of the picture than you intended for him to use.

Besides, if—as so often happens—your marks are not geometrically

* Much of the material for both "Cut Pitfalls To Be Avoided" and the "Glossary of Engraver's Terms" that follows, with occasional corrections, additions and omissions by the editor, has come from *The Art of Photo Engraving.* Used by permission.

true, with every angle a right angle, the photo-engraver must either give you a "whopper-jawed" plate or trim away still more of the picture.

If you are afraid your instructions will not be absolutely clear unless the photo-engraver can see lines across the surface of the print, put those lines on a piece of tissue paper (in art parlance, a *frisket*) pasted to the back of the print and folded over its face.

But in marking on the frisket use a soft pencil and press lightly. For after all, it is foolish to go to the time and trouble to put a frisket on a piece of art if you press so hard as to leave an impression on the picture itself.

And that brings up another point—the question of writing on the back of a photograph or drawing on paper.

Note the halftone in Plate No. II. It was spoiled because a hard pencil was used to write instructions on the back of an unmounted print. It is best to put those instructions in the margin, on the front of the print. If you can't do that and must write on the other side, do it with a soft pencil, and press as lightly as possible. Also, be sure the picture is not lying on a printed or penciled surface when you make your notation. Otherwise, some of the print or pencil may transfer itself to the surface of the photograph. The best plan is to write on a separate piece of paper tipping it on the back of the picture.

Remember that if the photograph is to be retouched, it will have to be mounted first. When that is done, your instructions will be covered up—another reason for not writing on the back of an unmounted photograph.

And, though few editors seem aware of the fact, there are just as cogent reasons for not writing on the front of one—perhaps more so. For instance, have you ever considered that the photograph you are using today for one purpose may be needed tomorrow for another? And that when you put instructions or cut-off marks across the face of a picture, you may be invalidating it for all future use for reproduction purposes?

Then comes the question: how am I to know how much area the engraving will cover when this particular copy is reproduced? There are two simple ways of doing this. First you may work it out by algebra, which is simple enough, thus:

A photograph 8 inches wide by 10 inches high is to be reproduced in an engraving two inches wide. How high will the engraving be?

Let x equal the width.

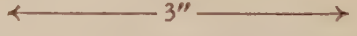
Then 8:2 :: 10:x. Multiply the means and the extremes and you get this equation $8x = 20$. $x = 20/8$ or $5/2$ or $2\frac{1}{2}$ inches.

But that gets one into fractions nine times out of ten, and besides, not everyone remembers how to work a problem in proportion. So here's an easier way to solve the puzzle:

Place a piece of transparent paper over the copy and mark off a rectangle equal to the outside dimensions of the picture to be reproduced. Next draw a diagonal from one corner to the other. Measure across the bottom of the rectangle from the corner crossed by the diagonal to a point equal to the width of the reproduction desired. For instance, assume that our original is eight inches wide and your engraving is to be two inches wide. Measure two inches from the corner. At this point draw a line parallel to the side. The measurement to the point where that line crossed the diagonal is the height of your engraving. This sounds complicated, but fortunately it is as easy as it looks—and the illustrations (Plate No. VI) shows how it is done.

Now to revert to that important point of handling your instructions for the photo-engraver:

On one margin only, indicate by means of a double headed arrow the exact amount of the picture to be shown in the photo-engraving and mark this arrow with the size you want that dimension to come, thus:



It is important that your arrowheads reach exactly flush with the points at which you want the picture cut. Too often these marks are made carelessly—result, a plate remade at the expense of the careless customer.

Never fasten your instructions to a photograph by means of a metal clip. All too frequently the wire fastener imbeds itself into the delicate gelatine surface and leaves an embossed picture of itself which can not be eradicated. Result—a remake of the photographic print, or an attempt to retouch it. This is not always possible, is never easy, and is always expensive (see Plate No. IV).

ℂ What to Avoid When Ordering Cuts

I. The Right Way to use Cut-off Marks—in the Margin of the Photograph

II. What Happens When Instructions are Carelessly Written on Back of Photograph

III. The Wrong Way to Indicate How Much of Picture Is To Be Reproduced

IV. If a Paper Clip Embeds Itself in a Photograph it Will Show in the Halftone

V. Never Roll a Photograph; This Shows the Results: Cracking

VI. How to Determine Reduced or Enlarged Size of Cut From Original. This Illustrates How the Diagonal Method of Scaling Works Out.

Also, *never* mail a photograph in a tube if it is small enough to be sent flat amply protected by several layers of corrugated board, securely wrapped.

If you *must* roll it, be sure the picture is rolled on the *outside*. Then if the gelatinized surface should crack from having been rolled, the cracks will close up when the picture is straightened out. Cracks that form in a photograph which has been rolled the other way simply stretch farther apart when the print is unrolled and ruin it entirely.

The above point is extremely important, because most people try to protect the surface of the picture by putting it on the inside of the roll—hence most rolled pictures are rolled the wrong way (see Plate No. V). A good rule to remember is: "Roll 'em with the *print* out and you keep the *cracks* out."

In packing a picture for flat shipment, it is not sufficient merely to use corrugated board. Use *plenty* of it and make sure that there are at least two layers with the corrugations running in the opposite directions. And do not use corrugated board alone for a picture. It will probably cost less in the long run to reinforce your packing with sheets of veneer, likewise with the grain criss-crossed, or even to build a rectangular frame of light wood, reinforcing this with strips nailed across each diagonal. A sheet of composition board, such as Beaver Board or Upson Board is also a splendid precaution to use in shipping expensive art of more than average size, hence easily damaged.

Incidentally, never hand a piece of copy to a delivery boy without wrapping it up, or slipping it into an envelope, preferably reinforced with cardboard. This is especially important in the case of retouched photographs which smudge easily and can be ruined by exposure to the weather. But it is almost as important in the case of *all copy*, since delivery boys do not always have clean hands and it costs money to remove finger prints.

Glossary of Engraver's Terms

Air brushing. A method of placing smooth, tint surfaces on a photograph or wash drawing by an invention by which a liquid pigment is blown in a spray through a tool by aid of compressed air.

Anchoring. Fastening plates onto wood blocks by metal columns through the back of the block.

Backing up. A metal backing soldered to printing plates to make them 11 points (0.152″) thick for use on patent blocks or printing bed bases.

Base. Synonymous with block.

Ben Day. A method for laying tints (composed of dots, lines and other textures) on negatives, metal prints or copies. Benjamin Day was the name of the inventor of the process.

Ben Day plates. Plates made by laying tints of copper or zinc and etching them to produce textures, colors, or combinations of colors when printed.

Bevel. Machined, straight-edge margin of plate used as flange for mounting plate on block.

Beveling. Plates that are rectangular are put on beveling machine making an eighth of an inch channel, this being used to nail plates on wood. Black and white lines are also put on plates with this machine.

Bite. Trade term for etching on metal plate.

Black and white line finish. A fine black finish line separated from the edge of the halftone by a white line of equivalent thickness.

Bleach print. A silver print used as a basis for a pen drawing, the photographic tones being readily bleached out by the application of bichloride of mercury or other bleach.

Bleed. Area of plate or print extending beyond edge to be trimmed.

Block. Wood or metal base on which plate is mounted.

Blocking. Fastening the plate upon a wood base.

Blocking flush. Trimming block flush on top, bottom, sides or all around, so that printing surface is flush with the block.

Border. Finishing-line or design on plate.

Burr. Metal turned up above printing surface by routing cutter or other tool.

Burnishing. To rub plate with polished steel burnishing tool to darken printing area of plate, by spreading dots.

Chalk. Magnesium carbonate in block or powder used to fill in etched areas of plate to show tone values.

C. P. Abbreviation for "Chemically Pure."

Chromium plated—Printing plates upon which an electrolytic deposit of chromium has been made to provide greater wearing qualities.

Circle. Term denoting shape to which plate is to be cut. (Plates so ordered should carry clear instructions as to finish—such as—no line, hairline, no white, fine white inside. Special line should be accompanied by sample.)

Color filter. A colored substance such as glass, dyed gelatine or colored solution, used to absorb certain colors and transmit others.

Color guides. Graphic instructions for color-rendering or placement.

Color proof. Proofs of color plates combined and registered.

Color proofs, progressive. Single proofs of each plate of a color set and combined proofs showing result of each successive color printed and assembled in printing sequence.

Color separation. Separation of colors in negative making by means of color filters, and in plate-making by means of drawing upon the plate with acid-resisting paint.

Combination plate. Halftone and line work combined on one plate with acid-resisting paint.

Color work. General term for color plates to print in two or more colors.

Color Work—Ben Day. Any Ben Day plate used in conjunction with a color set.

Color work process. A set of two or more halftones made by photographic color separations.

Combination plate. Halftone and line work combined on one plate and etched for both halftone and line depth.

Combination plates—color. Plates made by the use of a key plate and color plates either halftone or line to be printed in two or more colors.

Complementary colors. The complement of any color is the combination of the other colors completing the spectrum.

Connected dot. Halftone dots in negative or plate which are joined together.

Contrast. The quality of an illustration possessing a wide difference in tone values. One in which the high light and shadow tones are strongly in evidence.

Copper etching. The act of etching a copper plate. Also an etched copper plate.

Copy. The original, be it photograph, drawing, painting, design, object or anything that is in process of reproduction for printing purposes.

Crop. To cut off an edge or trim.

Cross hatch. A series of parallel lines crossed with others at any angle.

Cross-line screen. Halftone screen having lines crossing at right angles as distinguished from straight-line screen having no cross-line.

Cut. A synonym for photo-engravings or plates. Originally referred to as woodcuts.

Deep etch. Sinking or "running down" the open parts of a photo-engraved plate to acquire the necessary printing depth.

Detail. Minute or specific subdivisions of an image.

Dimension. Width of an image measured horizontally or depth measured vertically.

Dimension marks. Points indicated on a copy outside the area of the image to be reproduced between which size of reduction or enlargement is marked.

Direct halftone. A halftone for which the screen negative is made by direct exposure of the article itself, and not from a photograph or drawing.

Dots (halftone). Minute, symmetrical, individual subdivisions of printing surface formed by halftone screen.

Drawing. Finished work of the artist (either by brush, pen, or any other medium). It is the copy from which the reproduction is made direct. It contains every detail desired to show in the finished photo-engraving.

Drop-out. When the highlight dots of a half-tone are etched away they are said to be "dropped out."

Dry brush drawing. A drawing made with a brush and only slightly moistened India ink, the aim being to secure a vigorous execution of a character between a bold crayon drawing and pen work. A difficult and highly distinctive technique.

Duograph. Two halftone plates at different screen angles made from one monochromatic copy and printed to produce two-tone effect. Key plate printed in dark color, second plate, etched flat, printed in light tint.

Duotype. Two halftone plates made from the same negative. One etched for detail (key plate), the other flat to print in light tint. Unless great care is used in printing, both plates being made from same negative, a decided moire or screen pattern will result. A poor substitute for Duograph.

Electrotype. A plate made by electrolytically depositing metal—copper, nickel, et cetera—on a mold of wax or metal taken from the original plate or woodcut.

Eleven point metal. Metal .152″ thick. Sometimes called heavy metal.

Ellipse. Denoting shape of printing surface of a plate. A regular oval.

Em. Printing term denoting the square of the body of type. 12 point ems are approximately one-sixth of an inch (or 12 points) in width

and depth. Sometimes erroneously called "picas." One pica makes 12 points.

Embossing plates. A plate cut or etched below its surface into which the paper is forced for the purpose of raising the image of the printed surface.

Engrave. To cut, etch, or incise a surface.

Engraver. Trade term employed to designate the artisans who execute the hand tool work on a plate. (See also finisher.)

Engraving. Executing hand work on a plate, also a broad term for any form of printing plates produced by hand, photo-mechanical or etching processes.

Etching. Chemical or electrolytic disintegration of metal, also the trade name of a printing plate in which the picture or design in positive or negative form is incised by the action of acid. The process of corrosion or disintegration of metal when subjected to the action of an acid bath.

Exposure. Subjecting a sensitized plate to the action of light. The duration of time of subjection.

Face. Denotes film side of negative or printing surface of plate.

Fine line. A thin black finishing line enclosing the image on a plate. Also called hairline.

Fine white line. A thin groove, tooled or etched into the printing surface of a plate. Also called hairline white.

Finish. Term used to designate treatment of outer edges of plate such as: square finish, hairline finish, vignetted finish, et cetera.

Finisher. The artisan who executes the final re-etching, engraving, tooling or burnishing preparatory to final proofing. Properly termed engraver.

Finishing. The final refinement of a printing plate and the removal of minor defects by hand tooling methods.

Flat etching. The first period of etching on a halftone plate wherein the entire surface to be etched is submitted to the acid for a sufficient time to acquire the necessary "printing depth."

Flush blocking. Trimming mounted plate and block flush with printing surface.

Flush trimming. Trimming unmounted plate flush with printing surface.

Fuzzy. The appearance of a proof due to slurred impression. The appearance of a picture that lacks sharpness. The appearence of a halftone of irregularly etched dots.

Gray. A term used to express the appearance of a picture lacking in brilliancy or rendered wholly in middle or low tone value.

Hairline. The finest line, either black or white, which can be etched or engraved on a relief plate.

Hairline finish. A fine black finish line in contact with and bordering the edges of a square finished halftone.

Halftone. A relief photo-engraving, the negative for which has been made by photographing a copy through a halftone screen. Also, the printed impression from a plate so made.

Halftone dot. An individual point of formation in negative or plate, characteristic of the halftone screen.

Halftone, outlined. A halftone with the background outside of the object entirely cut away, leaving a definite edge without shading or vignetting—a silhouette.

Halftone, negative. Photographic negative made by photographing a copy through a halftone screen.

Halftone, outlined and vignetted. A halftone in which part of the background is cut away and part vignetted.

Halftone plate. A relief plate made by a photo-mechanical etching process employing the principle of the halftone screen whereby all gradations of tone values in the copy are reproduced in the plate by variations in the formation and size of minute dots of geometrical arrangement obtained primarily in the negative by the interposition of a cross-ruled screen.

Halftone process. The method practised for production of halftone plates.

Halftone screen. A grating of opaque lines on glass, crossing at right angles, producing transparent square apertures between intersections.

Halftone square plate. A halftone in which the outside edges are rectangular and parallel; may be with or without single black line border.

Halftone tint negative. Negative made by photographing one sheet of white paper through halftone-screen.

Halftone vignetted. A halftone on which one or more of the edges of the object are shaded from dark tones to pure white.

Hand work. Tool work or extra etching, or any work done on copy, negative, print or plate by hand.

Hard vignette. One not softened off to the point of invisibility, but exhibiting a delicate but definite printing edge.

Highlight. The light areas of a tone copy. The smaller disconnected dots of a halftone. Abbreviation for highlight halftone.

Highlight halftone. A plate made from a halftone negative wherein the highlight dots have been so exposed and etched that they will not print on the metal.

Intaglio. Countersunk or depressed image. Incised lines instead of raised or in relief.

Intaglio etching. Etching down the lines or dots in a plate instead of etching down the areas surrounding them. The resist for intaglio etching is printed from a positive instead of a negative.

Kill. To cancel, to discard, as to "kill a plate."

Line copy. Any copy suitable for reproduction by a line plate. Any copy composed of lines or dots as distinguished from one composed of tones.

Line drawing. A brush or pen drawing in which all elements are of full strength of medium used. A drawing free from wash or diluted tones.

Line engraving. A relief line plate produced from a copy without photographing it through a screen.

Line etching. The process of etching a line engraving.

Magazine standards. Individual specifications for the making of printing plates to conform to special printing requirements of publishers.

Mats. Abbreviation for matrices, papier-mache or composition, molds from relief plates or forms.

Mezzograph. A photo-engraving made by photographing through a grain screen called a mezzograph screen.

Mortise. Enclosed aperture cut within area of plate or block into which other printing forms may be inserted.

Mount. The base or block on which a plate is fastened to make it type high.

Negative. Reversal of values, the white being rendered black and vice versa. Also contraction of *photographic negative.*

Outlined halftone. A halftone from which screen surrounding any part of image has been cut away. A silhouette.

Outlining. Going around a cut-out, engraving with a No. 6 tint tool; it is done as a guide for the routers.

Panchromatic. Sensitive to all colors.

Patent base. Metal, sectional blocks with means for holding plates for printing. Same as *Patent blocks.*

Pattern. The checkered, mottled, moire or watered silk effect produced in halftone reproductions from originals possessing screen or fine

parallel ruled lines. It is caused by the pattern of the copy crossing or interfering with the lines of the halftone screen.

Pen drawing. Made by pen and India ink, in lines, dots or stipples, being a copy purely of black and white.

Photo-engraving. An etched relief printing plate, in the making of which one or more negatives or positives have been used to produce the required acid resist.

Plate. Any piece of metal bearing in relief or incised into its surface a picture, design or other device from which impressions are to be made by a printing operation. Sensitized glass, either wet or dry, used in the camera for photography. Also a printing plate.

Positive. An image of the original object or copy corresponding to same in the scheme of light and shade. An image made by an exposure on a sensitized plate through a negative in contact.

Progressive proofs. A set of proofs of color plates showing each color alone, as well as in combination with each succeeding color in printing rotation.

Quarter tone. Term used in some localities for coarse screen plates made by enlarging from halftones.

Re-etching. Supplementary etching to reduce areas of printing surfaces so they will print as a lighter tone. The work following the flat etching of a halftone plate, consisting of staging and further etching of different areas of the plate to reduce the various tone values into proper conformity with the copy.

Retouching. Corrective treatment of negative, positive or copy by means of brush, pencil, pen, air brush or other means.

Reverse plates. Plates which are negative in tone values to copy.

Rouletting. Indenting printing surface of a plate with a roulette to create or modify tone values.

Scale. A rule of graduated dimensions. A schedule of rates or computations. A table of percentages. A ratio of enlargements or reductions.

Screen. The term used to denote the particular ruled screen to be used for halftone reproduction. Screens are ruled for practical purposes from 50 to 200 lines to an inch. The coarser rulings are used for plates to suit the conditions of newspaper printing, and the finer ones for the higher printing requirements. The numbers between are more generally employed to meet intermediate conditions. The character of the paper and press work and to a certain extent the nature

of the copy determine the selection of the most suitable screen to be used in each instance.

Screen angle. The angle at which two or more halftone screens are crossed to avoid a pattern as in color work.

Screenings. Stripping a halftone tint negative on a transparent area of another negative.

Squared. Designating shape of halftones all four sides of which can be beveled in straight lines.

Square finish. A halftone with an unbroken screen surface finished in rectangular shape with or without border line.

Stereotype. A plate made by casting metal into a matrix used generally for newspapers and cheap forms of printing.

Stripping. Removing negative or positive film from glass preparatory to turning and inserting.

Tint. A reduction of a solid color.

Tint block. A solid plate to be used in printing a light flat color.

Tooling. Engraving white lines with a graver.

Type-high. 0.9186 of an inch. A plate is said to be "Type-high" when it is mounted on wood or metal to the proper height to be used on a printing press.

Undercut. The lateral etching of the lines of dots in a line of halftone plate below the printing surface.

Underlay. Built up or cut out sheets placed under plate to increase or decrease impression on special areas when printing.

Vignette. A gradually shaded off edge, from dark to light, as on a photograph or engraving. A halftone with the background setting blending into an invisible finish. This is due to the gradual reduction in the size of the dots of the background as they approach the printing edges.

Wash drawing. Made by a brush in washes with a single pigment of black or dark color soluble in water, to be reproduced by the halftone process.

Wood base. Wooden block used for mounting printing plates.

Wood engraving. A printing plate in which the illustration is photographed or drawn on boxwood and engraved entirely by hand.

Working drawing. A perfected drawing of a crudely executed idea or preliminary sketch made for the purpose of reproduction from copy unsuitable for reproduction in its original form.

Zinc etching. A photo-engraved line plate on zinc. Acid action on zinc.

Zinc halftone. Halftone plate etched on zinc.

THE BUSINESS OF THE MAGAZINE

*

FREQUENCY OF PUBLICATION

By FRANK C. FERGUSON

Editor of "The Caduceus" of Kappa Sigma

"The goal of every ambitious fraternity editor is a monthly publication although the large majority now publish only four times each year"

MUCH of the subject of "Frequency of Publication" is to be read in two lines of a recent editorial in one of the fraternity magazines. "We are glad to announce," the editor wrote, "that *The Journal* will now be published four times a year and who knows but that some day it may even be issued monthly through the college year!"—in which that young editor appears as human as any editor can be.

All fraternity editors who are interested in their work take pride in the frequency of their publication; they recognize the value of being in touch with their readers as often during the college year as possible and of having the news in their magazine as fresh and up-to-date as it can be made. Yet in the appended list of general fraternity and sorority magazines, showing frequency and months of publication where exchange copies and *Baird's Manual* provide the information, only eleven of the 83 magazines listed are published oftener than four times a year. Only five are issued eight or nine times—which is monthly throughout the college year, the goal of ambitious editors!

Then what are the limitations which prevent every fraternity from having a monthly publication? It cannot be solely a scarcity of available news of interest, for those which publish eight or nine times have no difficulty filling a magazine of from 72 to 144 pages each month, while most of them also have sufficient material to publish a sizeable esoteric magazine as well.

To a new fraternity having no magazine, but seeking advice about organizing one, we would say that there are three real limitations to the universal desire to publish every month.

The first is the time the available editor or editors can devote to the work. The time required for a careful job of editing a fraternity magazine varies in direct ratio to the number of pages printed a year and also to the number of times an issue goes to press. Considerably more time is required to publish eight issues of 64 pages each than four issues of 128 pages each, despite the fact that several pages of standing matter rarely need to be changed. If only one editor is to be delegated to the work, and he does not care to devote more time to the fraternity magazine than he does to his "bread and butter" employment, the fraternity should not expect to publish more than four issues a year; those will consume all of his "spare" time.

Time and money are the greatest limitations in most activities—in fraternity journalism as elsewhere. Thus our second limitation is expense. As in the case of the editor's time, the expense of publication increases directly with the number of pages printed per year and increases, too, with the number of issues in which those pages are printed. The printing and binding will cost approximately 15 per cent more per year for eight issues averaging 70 pages than for four issues averaging 140 pages. Economy is on the side of fewer numbers per year, regardless of how much news they are to contain.

The third limitation is the amount of news likely to be available for the magazine. As I said before, though, this need not cause much anxiety. All fraternity editors will agree that "the news is there" in any national society, if the editor has the time to ferret it out and work it into shape. Any fraternity of more than average size of membership can provide sufficient news and other magazine material for six or more good sized numbers each year; and, it seems from our table of figures, almost any Greek-letter society can have four issues per volume without expecting too much of its editor.

To learn the best arrangement of dates for fraternity magazines, we can do no better than to refer to the list of months in which our national Greek-letter societies now issue their publications. Scores of years of fraternity and sorority magazine publication provide the experience upon which those months of issue have been selected. From time to time one of the publication dates will be changed, though not often by the older magazines, indicating that those in charge are alive to every advantage to be gained by any new arrangement. The list, as it stands

then, shows which months practical experience has shown to be the best.

It will be seen in the table that the favored months are October and May, with either November, December or January and February or March between. Few chapters are well organized by the end of Sep-

FRATERNITIES

		Issues	September	October	November	December	January	February	March	April	May	June	July
Z Ψ	Circle	9		x	x	x	x	x	x	x	x	x	
B Θ Π	Beta Theta Pi	8	x	x	x		x	x	x	x	x		
K Σ	Caduceus	8		x	x	x	x	x	x	x	x		
Φ Δ Θ	Scroll	8		x	x	x	x	x	x	x	x		
Θ X	Rattle	8		x	x	x	x	x	x	x	x		
Δ X Δ	Purple, G'n & Gold	7		x	x	x		x	x	x		x	
Φ Γ Δ	Phi Gamma Delta	7		x	x	x		x	x	x	x		
A T Ω	Palm	5		x		x		x		x		x	
Φ K Ψ	Shield	5		x		x		x		x		x	
Π K A	Shield & Diamond	5		x		x		x		x		x	
Z X	Magazine	5	x		x		x		x		x		
A X P	Garnet & White	4		x		x		x		x			
A E Π	Quarterly	4			x		x			x		x	
A Δ T	Rose Leaf	4		x			x		x		x		
B K	Journal	4			x		x		x		x		
X Φ	Chakett	4			x			x		x		x	
X Ψ	Purple and Gold	4		x		x			x		x		
Δ X	Quarterly	4	x			x			x		x		
Δ K E	Quarterly	4	x			x		x			x		
Δ T Δ	Rainbow	4			x		x		x			x	
Δ T	Quarterly	4		x			x			x			x
Φ K T	Laurel	4			x			x		x		x	
Φ M Δ	Triangle	4			x		x		x		x		
Φ Π Φ	Quarterly	4		x			x			x			x
Π K Φ	Star & Lamp	4		x		x		x			x		
Z N	Delta	4		x		x			x		x		
Σ Φ E	Journal	4	x		x			x			x		
Σ Φ Z	Monad	4			x			x		x			x
Z Π	Emerald	4			x		x			x			x
T Δ Φ	Pyramid	4		x		x			x			x	
T E Φ	Plume	4		x		x	x			x			
T K E	Teke	4			x		x		x		x		
Θ K N	Theta News	4		x		x			x		x		
Θ Δ X	Shield	4		x			x		x		x		
Θ T Ω	Omegan	4		x		x			x		x		
Θ Z	Unicorn	4		x			x			x			x
Z B T	Quarterly	4		x			x		x		x		
Σ A E	Record	4	x			x			x			x	
Δ Σ Φ	Carnation	4		x			x		x		x		
A K A	Logos	3				x			x			x	
Σ Δ P	Griffin	3			x			x			x		

Four times a year: Acacia Triad, A Φ Δ *Kleos,* A Σ Φ *Tomahawk,* A Γ P *Sickle & Sheaf* B Φ Σ *Helmet,* B Ψ *Lamp,* Δ Φ *Record,* K A *Journal,* K Δ P *Quil & Scroll,* Φ B Δ *Tripod,* Φ A *Quarterly,* Φ K *Temple,* Φ K Σ *News Letter,* Θ K Φ *Sun,* Φ Σ Δ *Deltan,* Φ E Π *Quarterly,* Φ Σ K *Signet,* Π Λ Φ *Frater,* Ψ T *Diamond,* Σ A M *Octagonian.*

Three times a year: Δ A Π *Cross and Shield,* O A T *Oath,* Θ N E *Keys,* Φ B A *Tripod.*

tember. June and July have been found unfavorable by most fraternities because most colleges close in May or early in June. The active chapter members are too important a part of the mailing list to be disregarded.

The sorority magazines are largely published under the same four dates, November, January, March, and May.

SORORITIES

		Issues	September	October	November	December	January	February	March	April	May	June	July
Α Χ Ω	Lyre	4		x			x		x		x		
Α Δ Π	Adelphian	4		x			x			x		x	
Α Γ Δ	Quarterly	4			x		x		x		x		
Α Ο Π	To Dragma	4		x			x		x		x		
Α Ξ Δ	Alpha Xi Delta	4			x		x		x		x		
Β Σ Ο	Urn	4	x			x		x			x		
Χ Ω	Eleusis	4	x		x			x			x		
Δ Δ Δ	Trident	4			x		x		x		x		
Δ Γ	Anchora	4			x		x		x		x		
Δ Ζ	Lamp	4			x		x		x		x		
Γ Φ Β	Crescent	4	x			x		x			x		
Κ Α Θ	Kappa Alpha Theta	4			x		x		x		x		
Κ Δ	Angelos	4			x		x		x		x		
Φ Μ	Aglaia	4			x		x		x		x		
Φ Ω Π	Pentagon	4			x		x		x		x		
Π Β Φ	Arrow	4	x		x			x			x		
Σ Κ	Triangle	4	x			x			x			x	
Ζ Τ Α	Themis	4			x		x		x		x		
Θ Τ	Dial	3		x						x			x

Also publishing four times a year: Α Ε Φ *Quarterly,* Α Φ *Quarterly,* Φ Σ Σ *Sphinx,* Κ Κ Γ *Key.*

Twice a year: Σ Φ Β *Talaria,* Α Δ Θ *Portals.*

HOW TO BUILD MAGAZINE CIRCULATION

By LESTER HARWOOD BLOCK

Editor of the "Alpha Epsilon Pi Quarterly"

"One measure of success in magazine publishing is the ratio of its subscribers to the theoretically possible total"

ONE measure of success in the publication of a magazine might be said to be the ratio of its subscribers to the theoretically possible total. In the case of the fraternity magazine, with the theoretical total definitely known by the roster of members, the percentage of subscribers affords an unusually accurate standard. Hence, the efforts of the editor to produce a magazine of quality should be paralleled by the work of the business department to have the magazine read by as large a number of persons as may be possible.

In approaching the subject the ethical viewpoint is too often a mental hazard. True, a fraternity publication cannot offer a turkey to every new subscriber without having torrents of criticism from the "die-hards" swoop down upon it. But conservative limitations should not prohibit the adoption of successful commercial magazine methods so that the campaign does "talk turkey."

Circulation campaigns are worked out with the detail of a battle attack. The sum of potential subscribers may be divided into a series of concentric circles, with the outside circle representing the group which responds at a very slight urging, and the innermost circle indicating the section which requires a crowbar to budge it. With such a classification in mind, the importance of planning a campaign to cover a given period is readily apparent, or the fire of attack will never get as far as the inside group.

The natural force for circulation growth is the quality of the maga-

zine in itself. A good magazine sells itself, but such a process is very slow. People have to be told about it and, while fame travels, its wings are slow compared to the artificial stimulus of advertising. Too much emphasis is placed on the ability of the magazine to sell itself. Some magazines are mailed periodically to every member in the hope that the resistance of the non-subscribers will thereby be broken down. The fallacy lies in the fact that, since most fraternity publications come out quarterly, the person thinks he is going to get the magazine regularly free of charge. The time between issues is so long that a month or two more isn't noticed. Nor is the theory of "passing the magazine on to a non-subscriber" very sound, for much the same reason. A modification of the free copy plan does, however, bring results. Instead of mailing a copy, just a facsimile cover may be sent with a letter on the back of it telling the man that this issue has just been distributed and what a corking good one he missed.

Another erroneous step is the use of space in the medium itself for advertising circulation. Unless the magazine is distributed free to non-subscribers, the advertisements never meet the prospect. A regular subscriber, seeing the constant plea for new readers, is bound to feel that from a circulation standpoint the magazine is not successful. The query may arise as to why commercial publications invariably follow the practice. The answer is simple: commercial magazines have the greater portion of their circulation on the news stands. The only way to reach the unknown news stand reader directly is by advertising in that very medium. Naturally, the objection to using space in the medium itself does not apply to campaigns to convert annual into life subscribers.

The success of any advertising depends upon the directness of its appeal. The method nearest the personal appeal is therefore the most effective. Fraternity magazines having, as they do, a list of all the potential subscribers can therefore best make use of direct mail advertising. In framing letters or booklets a personal note should be introduced. Man's vanity, if nothing else, makes him want to be singled out as the target of attention. A well-planned campaign should include a division of the prospect list into chapters with a view to having a prominent alumnus write a letter on his own stationery to the men of his own chapter. The same should be done on a geographical basis.

Smith, one of the most prominent southern alumni, can effectively bemoan the fact that the West has a higher percentage of subscribers than the South.

In the use of mail campaigns, the so-called C.O.D. envelope is invaluable. This plan permits the enclosing of unstamped envelopes for replies with the same effect as if they were stamped. The postage is paid by the receiver and not by the sender. Details can be secured from the postmaster, section 384½ of the Postal Laws and Regulations being the one involved.

A well-worded birthday card is another effective method to use. The advertising feature should not appear on the greeting card but should be discreetly subordinated to it although enclosed in the same envelope on another card. Seasonal occasions are likewise splendid openings. The spirit of the season should pervade, the business message appearing only incidentally.

All plans are merely substitutes for the personal appeal. Hence every opportunity for individual approach should be eagerly sought. When the announcement of a regional or local meeting comes, the leader should be sent detailed instructions and a supply of literature.

In fraternity circles there is often need for prizes of various kinds. None more suitable than a life subscription to the magazine can be found. An attractive card to symbolize the award may be prepared. There is always the desire to present something tangible at the time of making the award.

Circulation campaigns bring up the question of pricing the subscription, and the general proposition of life subscriptions. Generally, the price range of annual subscriptions is from two to five dollars and of life, from ten to twenty-five. If there is prospect of getting more than this, use should be made of contributing, sustaining, and patron classifications with a schedule of fees graded upward. It is generally conceded that life subscriptions are the basis of a successful fraternity magazine circulation. The initiation fee of each member should include a life subscription. In any event, practice indicates that even a ten-dollar fee, paid in one installment, is better than a twenty-five dollar fee, scattered over a number of years. The cost of collection and the results in the case of the installments are discouraging.

There are certain labor and time saving methods in the campaign

that ought to be mentioned. The logical classifications of a fraternity address list are: alphabetical, geographical, class, and chapter. From a practical standpoint the alphabetical classification is least valuable and can best be served by card index instead of filing the address plates that way. The class grouping is valuable only for the purpose of reaching recent alumni. The two most important classifications are the chapter and region. The plates should be filed on the basis of either and tab indicators used for the other. Thus if the plates are filed geographically, a yellow tab might, for example, indicate Gamma chapter. The plates could then be used easily for a region or for covering particular chapters.

Going back to the theory of concentric circles, preliminary attacks will only penetrate the surface. Continued effort must be used to get into the middle groups. As the campaign goes on, successful results will be fewer in number since the more difficult area has been reached. If there is no life subscription plan, there will be need for continual campaigns, and the results of one year can be compared with those of another, the relative points of the campaign being compared for efficacy.

At given intervals the effects of the campaign should be checked. One of these checks is the attempt to secure some kind of a reply from every prospect. A reply card requesting him to check one of the following could be used:

—— Don't pester me any more with your letters.
—— I'd like to subscribe, but I don't have the available cash right now.
—— I surrender, here's the subscription.

The various responses should be followed up with individual treatment.

Aside from the first stated premise that a large subscription list indicates a successful magazine, in the case of fraternity magazines it has added significance. A member who subscribes is kept in contact with the organization. Sometimes the magazine is his only connection with the organization. A healthy list of life subscribers means a group of permanent supporters.

FRATERNITY MAGAZINE FINANCES

By BRUCE McINTOSH

Business Manager of the "Purple, Green and Gold" of Lambda Chi Alpha

"The business administration of fraternity magazines is at the turning point from the haphazard, hand-to-mouth existence, to efficient management"

THE business of conducting fraternity magazines may be said to be at the turning point on the road leading from haphazard, hand-to-mouth existence to efficient management and security. When fraternities first began to publish magazines, they depended on the loyalty of alumni subscribers for a major portion of their support. In most cases the magazine fund showed a regular deficit. Then the idea of life subscriptions and, later, compulsory life subscriptions, was introduced, and in proportion as the latter system has been adopted by the various fraternities the stability of magazine finances has increased.

In passing it is interesting to note the magnitude of the fraternity magazine business today. All of the 80-odd national and international fraternities publish some sort of a periodical, some of them publishing two magazines, one secret and one public. These magazines reach about 350,000 members directly and are sent to hundreds of university deans and other officials, college and other libraries, preparatory and high schools, et cetera. About 43 per cent of the total living membership of the fraternities are regular subscribers, either through volition or through some compulsory due or fee plan.

It is safe to say that $400,000 is spent by the fraternities on their magazines annually. The average expenditure for thirty-three fraternities including most of the larger ones, is $5,212 per year.

In most cases the work of editing and managing the fraternity publication is divided. Many fraternities now pay their editors a regular salary, and in many cases their positions are full-time jobs. More frequently than not, however, there is no salary allowance for the busi-

ness manager, and where he is paid, it is nearly always from the general treasury and not from the magazine fund. This is because he is usually primarily a general office secretary, either part or full-time, and is paid for his services as such rather than for his work as business manager of the magazine. This is the typical arrangement.

Occasionally, although not often enough, there is a board of publications made up of all the national officers who function to control policies, financial and otherwise. This board has the effect of forestalling extremes and of making the financial and general policy more accurately expressive of the fraternity generally. Through its influences, the magazine tends more to be the mouthpiece of the fraternity rather than the hobby of an individual and the obvious by-product of his personal tastes and convictions.

Working under a board of publications, the duties of the business manager are to secure bids, to let contracts (with proper approval), to prepare the publications budget (for approval by the board), to order copies of the magazine, to prepare the mailing list, to pay all publication bills (with proper authorization), to keep a record of publications finances, and to report thereon.

A number of points should be kept in mind by the business manager when securing bids. In the first place he should be able to give the bidders an accurate and complete idea of what they are to bid on. Each should be presented with a carefully prepared, typed statement showing frequency, the minimum and probable maximum number of copies required for each issue, the size of trimmed and type pages, the minimum and probable maximum number of pages in each issue, the stock to be used for the body of the magazine, the stock to be used for inserts, and the number of pages of each, the stock to be used for the cover, the type of binding (size of signatures, pasted or stapled cover, et cetera), the kind of ink (it should be suited to the paper stock used and colors should be specified), the make-up of the magazine, i.e., so many pages each of display (title pages, et cetera), of six, eight, and ten point type, of cut pages, tabular material and standing pages which will not have to be reset each issue, et cetera. The service to be performed by the printer in addition to actual printing and binding should be defined. Thus a clause may read: "Printer will read first proof by copy and supply revised and corrected galley proof with later page proof for final O.K."

Another clause may read: "Printer will stamp and mail magazines singly or in packages as directed by instructions denoted by abbreviations on mailing labels or addressed envelopes submitted by the fraternity, and will submit separate bills for mailing and postage." It can be agreed that there shall be a fixed charge for mailing, according to the number of copies mailed separately and in packages. A basic bid should be requested on the minimum sized magazine and the minimum number of copies, and the printer should be requested to figure on extra hundred pages and extra hundred copies of the magazine. Printers located in small towns are frequently less expensive than those in the cities.

The contract should not necessarily be let to the lowest bidder. Quality is seldom to be obtained at the cheapest price. The contract should usually go to a company which can put out a good job at a fair price. Quality is most important in a fraternity magazine and should not be sacrificed in order to save a small amount. It would be much better to publish a fraternity magazine less frequently than to make it appear shoddy and unworthy of the society publishing it. Some importance should be attached to the question whether the bidder has had experience in printing fraternity magazines, in handling fraternity copy, and in dealing with fraternity people. Printers should be glad to consult with an inexperienced manager regarding technical and all other details and a manager who will not accept the advantage of the experience of *several* of them is foolish.

The preparation of the publications budget is a relatively simple matter. Living up to it is just as difficult in this field as in any other. A survey of magazine business management shows that as fraternity magazines are now operated, their costs are divided about as follows:

Paper and printing	58%
Cuts, photos, art	17%
Editor's salary (Part time)	14%
Postage	6%
Mailing	1%
Binding	1%
Office supplies	1%
Miscellaneous	2%
	100%

The paper item can be held to a minimum by buying directly from the mill and laying in a year's supply at a time. Most mills will gladly hold the purchased stock in storage, shipping it as needed for each issue. Mailing envelopes may be similarly purchased.

Several fraternities in recent years have cut down their printing bills by omitting chapter letters or by using them only in alternate issues. A substantial saving in printing may be gained, too, by using a condensed rather than an extended form of type. The use of Greek letters, of course, saves some space, but many printers charge extra for setting them so that, if such printers are dealt with, nothing is gained financially in this way.

It is well for the fraternity to handle in its own central Office such tasks as preparing the mailing list, buying cuts, and other work usually done by printers only at de luxe rates or at least at cost plus. Almost any engraving house, if confronted with competition, will give a fraternity magazine as good rates on engravings as it gives to any large commercial house. Occasionally, however, better discounts can be obtained through the printer.

One method of saving money on cuts is to use zinc etchings exclusively, discontinuing the use of halftones which are more expensive and require a glazed paper, which also usually costs more. Of course a large portion of the cut cost can be saved by getting members to do art work gratis. Another way to reduce the engraving bill is to borrow cuts especially those in yearbooks, et cetera. Some fraternity magazines which have achieved marked success with an unusual display of cuts, it has been learned, have borrowed these from various book and magazine publishers.

The binding item in the budget is for annual volumes to be sold to chapters at a fair profit.

The miscellaneous item would cover such items as travel for publications conferences, advertising circulars to boost subscriptions, et cetera. In this item might be included, too, a charge for exchange and other complimentary copies which may or may not be borne by the general treasury.

It is interesting to note how the various fraternities distribute their gratis copies. The average number of magazines exchanged is 123. Several fraternities send out between 250 and 300 exchange copies.

Others mail less than fifty complimentary copies to other societies. A very few fraternities decline to exchange at all. The second largest number of exchanges goes to university deans and librarians, the average allowance for these officials being sixty-four. Many fraternities do not send copies of their magazine to deans or to libraries. A very few fraternities send gratis copies of their magazines to preparatory and high school librarians and deans, headmasters, et cetera. Some of the fraternities send copies to local societies, presumably those which are petitioning, but this does not seem to be the regular practice.

No fraternities, with the possible exception of one, attempt to make money on their magazines. Sixty-five per cent of the fraternity magazines are not self-supporting and have to be subsidized in one way or another by the general treasury. Many of the fraternities regard the magazine as an essential part of the general life and work of their organization and do not feel that it should have to make any financial effort except to limit expenditures to the budgeted allowance. Magazines adhering to this policy make no effort to get advertising or other "outside" income. Some plan on a regular deficit or subsidy and others have never thought of the magazine financially as anything but an operating expense. The present-day tendency seems to be to regard the magazine as a legitimate propaganda medium for developing good will and promoting fraternal spirit, loyalty, and harmony, but to dignify it by providing for it a substantial and regular income. This is now being done most commonly and with apparent success by means of the compulsory life subscription plan. All of the magazines which have depended on this plan for several years now declare themselves to be self-sustaining.

The life subscription plan takes several forms. The amount charged varies from $10 to $50, but the average is $20. Several fraternities have adopted a plan whereby an initiate, either at the time of initiation or during undergraduate days, pays all fraternity dues and fees for life, and, of course, when such a plan is used, the payment of a life magazine subscription becomes a part of it. The plan usually provides that the life subscription fees shall be invested and the income alone used for magazine publication. Some of the fraternities provide that at death the principal of a subscription shall be transferred to the general endowment or some other special fund, but some of them specify that

the principal may be used up, if necessary, to carry out the fraternity's promise to deliver the magazine throughout the life of the subscriber. It probably is too early yet to say positively that the plan will work on the basis of the lower life subscription rates, but most of the fraternities using the plan have based their calculations on mortality tables supplied by insurance companies, and feel fairly secure. One fraternity has adhered to the tables a little more strictly than the others, and offers a thirty-year compulsory subscription for $10 and an optional life subscription for $15.

Quite a number of the fraternities still depend on voluntary alumni subscriptions for a large portion of their income. Many of these fraternities have annual deficits in their magazine funds.

Advertising, although not solicited by many fraternities and refused by some, constitutes the third most important source of magazine income. The average number of pages of advertising sold per issue by the fraternities which accept it is three. A few sell as high as five to eight pages. The average rate per page per issue is $44. One fraternity collects $250 per page, but there are many which ask from $10 to $25. At least seven fraternities refuse to carry advertising.

A number of national advertisers were recently asked why they did not use fraternity magazine space. They gave the following reasons:

1. Budget does not permit going into any class publications.
2. Budget would permit a few class publications but certainly not all, but if one were used, we would be obligated to use all.
3. Fraternity magazines reach too small a number of people. Fraternity magazines usually reach only one or two persons per copy, while general magazines are read by hundreds in doctors' waiting rooms, et cetera.
4. Page sizes, paper stock, and other basic features differ in most magazines making it necessary to prepare different drawings, cuts, and copy for the individual periodicals. No standardization.
5. Irregularity of publication schedule.
6. Absence of skilled and business-like advertising managers.
7. Fraternity magazines have less advertising value than other periodicals because they are "free circulation publications," i.e., members get them because they pay compulsory dues, not because they subscribe voluntarily.

8. Seldom is there provision for color advertisements of the type required to appeal to the university man.

9. Pages too small. Elaborate display advertisements impossible.

10. Absence of articles having special value to advertisers.

The advertising rates charged by commercial publications range from $2 to $12 per page per 1,000 subscribers. The fraternity publications would be reasonably near this *if they were as valuable* to advertisers as other magazines, but they are not, so, an eleventh reason might be added to the above list. It would be: 11. Rates too high.

The plan of standardizing the size and stock of fraternity magazines has been tried at least three times in the past, but always without results. It really seems that if a fraternity business manager wants to pull his publication out of a financial hole, he must expend his energy on a program to bring about the adoption of a compulsory life subscription plan, and not on an attempt to sign up advertisers. It is the opinion of some fraternity business managers that advertising has no place in a fraternity magazine, that it is undignified, of no material financial value either to the advertiser or publication, and that it is more trouble than it is worth.

POSTAL REGULATIONS THAT YOU SHOULD KNOW

By J. HAROLD JOHNSTON

Editor of "The Shield and Diamond" of Pi Kappa Alpha

What you can and cannot do in mailing your magazine, and advertising matter relating to your magazine, is carefully discussed in this chapter

PUBLICATIONS may be distributed by mail under three different classifications. Under present regulations (1930), if the magazine is less than 24 pages (including the covers), and if it does not exceed eight ounces in weight, it may be mailed as third-class matter at a rate of one and a half cents for each two ounces or fraction thereof. If the magazine is 24 pages or more and still within the eight-ounce limit, a special rate of one cent for each two ounces or fraction applies. A permit may be secured from the postmaster for a bulk rate of twelve or eight cents a pound, as the case may be, but not less than one cent a copy under certain conditions. Individual stamps do not have to be attached under such permit. If the weight is more than eight ounces, fourth-class (parcel post) rates apply.

Second-class rates were established "for the dissemination" of information of a public character . . ." and, therefore, the rate is low. Commercial publications apply for entry under the Act of March 3, 1879. The rate varies according to zone and upon the amount of advertising carried. A magazine, for instance, weighing two pounds, made up of half text and half advertising would pay one and a half cents per pound flat for the text part and from one and a half cents to seven cents a pound, depending upon the zone, for the advertising part. If, however, the advertising does not exceed five per cent of the issue, the one and a half cent flat rate for the entire copy is the only one which applies.

The conditions upon which a publication will be admitted to the second class are as follows:

"1. It must be regularly issued at stated intervals, as frequently as four times a year, bear a date of issue, and be numbered consecutively.

"2. It must be issued from a known office of publication.

"3. It must be formed of printed sheets, without board, cloth, leather or other substantial binding, such as distinguish printed books for preservation from periodical publications.

"4. It must be originated and published for the dissemination of information of a public character, or devoted to literature, the sciences, arts, or some special industry, and having a legitimate list of subscribers; provided, however, that nothing herein contained shall be so construed as to admit to the second-class rate regular publications designed primarily for advertising purposes or for free circulation or for circulation at nominal rates. . . ."

Congress, in the Acts of August 24, 1912 and June 6, 1900, extended the second-class privilege to periodicals published by non-commercial and certain membership organizations and modified the paid subscription requirement for them. The statute reads as follows:

"All periodical publications issued from a known place of publication at stated intervals, and as frequently as four times a year, by or under the auspices of a benevolent or fraternal society or order organized under the lodge system and having a bona fide membership of not less than one thousand persons . . . shall be admitted to the mails as second-class matter . . .; and such periodical publications . . . shall have the right to carry advertising matter whether such matter pertains to such benevolent or fraternal societies . . . or to other persons, institutions, or concerns; but such periodical publications hereby permitted to carry advertising matter, must not be designed or published primarily for advertising purposes, and shall be originated and published to further the objects and purposes of such benevolent or fraternal society . . . respectively; and all such periodicals shall be formed of printed paper sheets, without board, cloth, leather, or other substantial binding, such as distinguish printed books for preservation from periodical publications; provided, that the circulation through the mails of periodical publications issued, by or under the auspices of, benevolent or fraternal societies . . . as second-class mail matter

shall be limited to copies mailed to such members as pay therefor, either as a part of their dues or assessments, or otherwise, not less than fifty per centum of the regular subscription price; to other bona fide subscribers; to exchanges and ten per centum of such circulation as sample copies; provided further, That when such members pay therefor as a part of their dues or assessments, individual subscriptions or receipts shall not be required; provided further, That the office of publication of any such periodical publication shall be fixed by the association or body by which it is published, or by its executive board, and such publication shall be printed at such place and entered at the nearest post office thereto."

Under this Act, "a publication is not required to have subscribers except in the case of publications of the societies, orders, or trade unions included therein, which carry advertisements in the interest of other persons or concerns than such societies, orders or unions. The circulation through the mails at the pound rates of postage of publications of the societies, orders or unions referred to, whose members do not pay therefor, the publications being for free circulation, is restricted to the membership and to exchanges. Publications of such societies, orders, or trade unions not meeting the requirements of the proviso placing a limitation of circulation . . . are not entitled to the privileges of the act."

In other words, fraternity or other organization magazines carrying not more than five per cent of advertising and fulfilling the second-class entry requirements are entitled to the rate of one and a half cents per pound (or the usual second-class rates if printing more than five per cent of advertising), provided the members pay either as part of their dues or otherwise not less than half of the regular yearly subscription. But if the publication carries no advertising except that of the fraternity itself, the limitation concerning paid subscriptions does not apply.

Under the Act of October 3, 1917, Congress made a further distinction between commercial and non-commercial publications by eliminating the five per cent advertising provision for publications "maintained by and in the interest of . . . fraternal organizations . . . not organized for profit and none of the net income of which inures to the benefit of any private stockholder or individual," so that if a publication qualifies under this provision, the one and a half cent a pound flat rate applies irrespective of the amount of advertising carried.

It will thus be seen that the apparent intent of Congress was to permit the distribution of publications devoted solely to fraternal (agricultural, educational, et cetera) purposes at the lowest cost, but when the commercial and private profit aspect is introduced through income from advertising, the status is changed.

The second-class entry law provides that the following information shall be conspicuously printed on one of the first five pages (the outside, front cover is page 1) of each copy of the publications entered as second-class matter.

a. Title of the publication.
b. Date of issue.
c. Regular periods of issue: that is to say, frequency.
d. Serial number.
e. Address of known office of publication.
f. Subscription price.
g. Name of publisher.
h. Notice of entry reading: "Entered as second-class matter at the post office at . . . under the Act of . . ."

The Serial Number must be accurate and consecutive, new publications beginning with No. I. (or Volume I), No. I. False numbers are not permissible although consecutive serial numbers used before filing application for second-class entry may be continued afterwards, if correct.

The Known Office of Publication (street, number, post office, and state should be given) "is a public office where the business of the newspaper or periodical is transacted during the usual business hours." It is not necessary that such office be located in the city of entry and more than one office for the transaction of business is permissible, but mailing as second-class matter at the pound rates of postage can be done only at the post office of entry and "the name of the post office of entry shall precede the names of any other offices of the publication and be given greater prominence in all printed notices relative to the offices of publication."

Entry at more than one post office is possible and special rules apply when "the actual office of publication is located at a place which is not a post office, or is known locally by a name other than that of the post office at which entry and mailing as second-class matter is sought."

It should be noted that when a publication has a second-class permit, the rates apply only when the mailing is done at the post offices of entry and when copies are actually weighed and receipts are issued. If the editor, fraternity office, et cetera, mail copies from a different post office, or if a few copies are mailed at the post office of entry without going through the routine of securing weight receipts, the "transient" rate of one cent for each two ounces or fraction applies, and stamps must be affixed accordingly. In fact any second class publication may be mailed by any person at any post office under this provision.

Regular application forms for second-class mailing permits are supplied by and submitted to the post office where entry is desired and in the case of fraternal publications, a certified copy of the articles of incorporation or constitution and by-laws, as the case may be, of the organization is required, et cetera. There are special rules applying when a transfer of entry from one office to another is desired, and conditional permits may be granted under certain conditions, and there are fines for the submission of false evidence. The local postmaster should be consulted. Permits are issued by the Third Assistant Postmaster General in Washington.

Publications, after addressing, are delivered in bulk to the post office, weighed, and a receipt is issued. Payment may be made for the exact amount although it is usual for the publication to deposit a sum with the post office somewhat in excess of the anticipated amount, and this may be made compulsory some time in the future. Most printers, particularly those making a specialty of publication work, deliver copies in mail bags marked for mail routes. This speeds delivery greatly and is a service appreciated by postal employees. Deduction is made for the weight of the bag.

Several fraternity magazines mail copies flat, without envelopes or wrappers, either stencilling the name of the subscriber directly on the cover margin or on stickers similar to the system used by most of the national publications of large circulation. The post office requires that such copies be wrapped in bundles, for transit, marked for the city. The bundle is opened in the post office to which addressed and the copies are then delivered. Individual copies cannot be mailed unless wrapped or in envelopes.

If envelopes are used, the title and the address of the office of pub-

lication must be placed in the upper left hand corner and the notice of second class entry must be placed in the upper right. While the address of publication must be given on the envelope, a return address to which notices of non-delivery may be sent is not limited to this or the office of entry but may be any address most convenient to the publication. The same information should be placed on wrappers, if used in place of envelopes, although at the present time this is not a requirement.

In cases where the return of forwarding postage is guaranteed (second-class mail is not forwarded except to addresses in the same city), this fact should be printed on the envelope under the return address. If the return postage is not guaranteed, a printed request that the post office notify the sender, in case of non-delivery, on form number 3578 is sometimes used. Some publications print elaborate requests to postmasters asking reasons for non-delivery, but experience shows that these are hardly worth the cost of the ink. Post offices use their own rubber stamps, and perhaps the first one which comes to hand!

The postal regulations make it mandatory upon postmasters to notify publishers when, and why, copies cannot be delivered and to give the forwarding address, if known, whether or not return or forwarding postage is guaranteed.

There is therefore a difference of opinion between editors about the value of guaranteeing return postage. If this is not done, the post office destroys the copy and sends a notice on form number 3578 to the return address stating that delivery could not be made, indicating the reason and the forwarding address, if any. If this is accurately and legibly done, the fraternity saves the cost of return postage.

If the postage for return is guaranteed, and it is also possible to guarantee forwarding postage if a subscriber has moved, some editors believe postmasters are apt to be more accurate in returning undelivered copies. The legibility of address names is sure, provided the stencilled name can still be read. Some fraternities use the returned copies for subscriptions received before the next issue is printed, for sampling purposes, files, et cetera, figuring that the copy is worth the postage which, incidentally, is at the cent for each two ounces or fraction thereof (transient) rate.

Free copies cannot be mailed under second-class rates as indicated

earlier in this chapter except under the conditions outlined. It is permissible to mail one copy only to each advertiser, and the advertising agency placing the advertisement for checking purposes, and bona fide exchanges with other publications admitted to the second-class are permitted "one copy for another." "Sample" copies to prospective subscribers and advertisers are allowed up to ten per cent of the weight of copies mailed to subscribers during the calendar year although the same person cannot be sent a sample copy more than three times in one year. The envelope should be marked "sample copy," and there is a special place on the weight receipts for them. Copies sent to those, except as noted, who have not paid at least 50 per cent of the regular yearly subscription price and those whose subscriptions payments are more than one year in arrears (neither of these groups are classed as subscribers) may still be mailed at the second-class "transient" rate. In fact all unpaid-for copies of second-class publications in excess of the ten per cent limitations may be sent at the rate of one cent for each two ounces.

The post office department urgently requests that some keying system be used so that the label itself will clearly show when the subscription expires. This may be made compulsory at some later date.

It is not permissible to enclose any loose circular, hand bill, poster or other material, except as noted below, in a magazine without paying the third- or fourth-class rate as the case may be, for the entire magazine, although maps, diagrams, and illustrations which form a necessary part of a publication will be admitted either loose or attached. The post office insists that all advertisements in periodicals shall be permanently attached thereto and that sheets containing the same shall be substantially as large, but not larger, than the page of the publication itself. The folding of large printed sheets containing advertisements to page size is not permitted. Subscription expirations notices, bills, receipts and orders for subscriptions may be enclosed "but the same shall be in such form as to convey no other information than the name, place of publication, subscription due thereon." These notices may be printed on cardboard and arranged with a coin receptacle, but a postal card is not permissible, although a legal "postage paid on delivery" card may be used. The safe procedure is to consult the local postmaster before any loose material is enclosed, for if the whole issue is classified as

third- or fourth-class mail because of the enclosure, postage cost will be high!

Matter of a higher class inclosed with matter of a lower class subjects the whole to the higher rate. Persons knowingly concealing or inclosing matter of a higher class in that of lower class, for the purpose of evading payment of the proper postage, are liable to a fine of not more than $100.

Coupons, order forms, and other matter intended for detachment and subsequent use may be included in permanently attached advertisements or elsewhere in periodicals "provided they constitute only an incidental feature of such publications and are not of such character, or used to such an extent, as to destroy the statutory characteristics of second-class publications or to bring them within the prohibition of the statute denying the second-class rates of postage to publications designed primarily for advertising purposes, or to give the characteristics of books or other third-class matter." A coupon larger than 50 per cent of the page is considered more than an "incidental feature" and this applies as well to editorial coupons asking for correct addresses, news items, et cetera.

Supplements may be folded within regular issues, but in all cases the added matter must be germane to the publication which it supplements, that is to say, "matter supplied in order to complete that to which it is added or supplemented but omitted from the regular issue for want of space, time, or greater convenience, which supplement must in every case be issued with the publication. Supplements shall in all cases bear the full name of the publication with which they are folded, preceded by the words 'Supplement to . . .' and also the date corresponding to the regular issue." A publication entirely distinct from and independent of the regular issue but complete in itself, especially if it be not germane to the regular issue nor connected therewith, will not be accepted as a supplement nor shall supplements be combined with orders for subscriptions, or bills, or receipts for subscriptions.

Contests conducted by advertisers or publishers (for subscriptions, et cetera) are carefully regulated by the postal authorities in the general interest of the public and the safe procedure is to submit the proposed rules to the local postmaster before printing. Otherwise the issue may be barred from the mails. Lotteries, gift enterprises, or schemes of any kind dependent in whole or in part upon lot or chance,

including guessing or estimating contests for prizes as well as drawings and raffles of every kind, whether general or local or for private gain or in aid of charitable, educational, or religious objects and whether the consideration for chances be money or other things of value are strictly prohibited.

The requirements for second-class mail are many and detailed. Only the high spots have been touched upon in this chapter. It would seem as though most of the second-class requirements were designed to prevent the circulation of publications printed primarily for advertising purposes at less than third- and fourth-class rates. The line is often finely drawn and, unless the background is understood, rulings may seem arbitrary. The Postal Laws and Regulations should be consulted, and if there is any doubt about the permissibility of some desired act, the local postmaster should be first interviewed.

It might be noted here that proofsheets, corrected proofsheets, and manuscript accompanying the same may be mailed as third-class matter at the one and a half cents for each two ounces or fraction rate. Corrections into proofsheets include the alteration of the text and insertion of new matter as well as the correction of typographical and other errors and marginal instructions to the printer necessary to the correction of its proper appearance in print. Part of an article may be entirely rewritten if that is necessary for correction, and corrections should be made upon the margin of or attached to the proofsheets. Manuscript of one article cannot be inclosed with the proof or corrected proofsheets of another except at the first-class rate. Manuscript unaccompanied by its proof must be sent as first class.

THE VALUE OF GOOD WRAPPERS AND CORRECT ADDRESSING LISTS

By HAROLD P. DAVISON

Editor of "The Unicorn" of Theta Xi

Of what use is a well-edited and beautifully printed magazine unless it is properly addressed and promptly delivered to its subscriber?

THE work of a fraternity editor is not complete when he approves the final page proofs for the printer. His task goes beyond that of carefully editing articles and properly arranging material. Through the columns of his magazines he is endeavoring to impart to his readers some message, which, if read, will have a beneficial effect. He is interested in having his magazine delivered to its subscribers promptly and in the best possible condition. Therefore, he is concerned with magazine wrappings, addressing, and delivering.

The proper magazine delivery depends upon two factors, proper wrapping and correct addressing. The term "wrapping" as used here includes any method of enclosing the magazine for mailing purposes. Let us consider the former first.

There are two general ways to wrap or enclose magazines for mailing purposes. They may be inserted in envelopes made especially for the particular magazine, or wrapped in special wrappers. The writer does not know of any fraternity publication that is sent to subscribers without some kind of a wrapper or envelope as are some of the general magazines.

The method of wrapping depends to a certain extent upon the magazine size. Practically all of the larger magazines—those that are eight by ten inches or larger—are mailed in envelopes. Having a large page size the number of pages in a single issue is fewer, making the magazine more flexible, and so it must be folded if enclosed in a wrapper.

As it must be folded very tightly when wrapped, the magazine will have a tendency to remain folded after the wrapper has been removed. The effect of a good cover design is lost, and the magazine is more difficult to read in this condition.

There is no uniformity in the way in which smaller size magazines are enclosed for mailing. A recent brief and rather incomplete survey showed that a slight majority of them used envelopes although a number of thick magazines (those containing a large number of pages) are mailed in wrappers.

One advantage of the envelope is the better protection which it gives the magazine, since it is completely covered; most wrappers do not cover the ends. It is easier for the reader to open a magazine received in an envelope. Of necessity, the wrapper-mailed magazine is covered very tightly, and occasionally pages are torn when removing the wrapper.

The advantage of the wrapper is in the cheaper cost. The price of the envelope itself ranges from $3.00 to $6.00 for craft or manila envelopes, while the wrappers cost only $1.50 to $2.50 a thousand. The cost of addressing and wrapping the magazine is practically the same as the cost of addressing and inserting magazines in envelopes.

It is interesting to note that practically all of the sorority magazines are mailed in wrappers. Most of them are approximately six by nine inches in size and of considerable bulk thus lending themselves readily to wrapping.

Having determined the manner in which the magazine is to be sent, the editor is confronted with the problem of addressing them. In past years when fraternity mailing lists were small, the enclosures were addressed by hand. This was a slow process, and today we seldom receive a magazine so addressed. As mailing lists grew, and the methods of printing improved, the printer maintained the lists. Each address was set up in type, and several address lists printed. These lists were then clipped, and each address pasted upon the envelopes or wrappers. This, too, was a slow process and very unsatisfactory because of the difficulties involved in making the necessary address changes. Eventually various addressing machines were placed upon the market until today there are two outstanding machines, the Addressograph and the Elliott, by which practically all magazines are addressed.

The Addressograph prints by means of raised letters embossed on a small piece of metal and placed in the lower half of a metal frame. The upper half of this frame contains a small card upon which is printed the address. This is a natural proof of the address plate. These frames are permanent and form a part of the Addressograph filing system, but the small plates and cards which are placed in this frame are removable and may be changed whenever an address is revised. If, however, the change to be made on a plate is a minor one such as a street address, the old street can be blocked out, and the new one inserted. Addressograph plates must be embossed on a special machine called the Graphotype.

The Addressograph plates are kept in steel drawers, and since the addresses are visible on the upper part of the frame, they may be used as a good file record.

There are a number of sockets on the top of the back of the Addressograph plates in which can be placed various kinds of tabs to designate the various kinds of membership, et cetera. By means of these tabs you can indicate on your Addressograph plates the life subscribers who have paid in full, those who have adopted the installment plan, annual subscribers, and any other classifications which you may care to make. The Addressograph machine contains a selector which can be set so that it will select and print all or any of the plates which contain these different tabs. This selector is, of course, automatic. These tabs extend above the Addressograph plates, and by use of different positions and colors, you can see at a glance the various classifications filed; thus your Addressograph file can be used to replace other files. The frames and plates are of metal and consequently very durable. The tabs fit securely, yet are easily removed.

The Elliott addressing machine prints by means of a stencil. The address plate is a fibrous card, the outer frame of which is rather heavy. The center is made of a thin piece of parchment glued to the outer frame, upon this the name and address are cut. These stencils can be made on a typewriter. When a change is made, a new plate is generally used, although the thin parchment can be removed from the inner part of the plate and replaced by a new one which is pasted to the frame.

This addressing machine can also be equipped with a device which will select and print certain plates. To do this, holes are punched in

the upper part of the frame. As these cards pass through the machine, the selector which contains a number of pins, will select the cards containing holes in the position for which the selector has been set. These holes cannot be seen when the plates are filed, and consequently they do not form a visible file as do the tabs on the Addressograph. If at any time it is necessary to change the classification of a member, a new hole must be punched in the proper position, and the old one filled in with the circular piece removed when the first hole was made.

The name which appears in the inner part of the stencil can be typed on the outer frame of the card. However, the frame is very narrow and contains room for only one line. This line helps in filing the plates, but it does not give you as complete a file as the upper frames of the Addressograph plates do.

The Elliott plates can be obtained in different colors which may help for certain types of files. However, if it is ever necessary to change the color, the entire card must be changed.

The Addressograph prints through a ribbon which goes between the plate and the envelope or wrapper to be addressed. The Elliott prints by means of an inked roller which passes over the plate, the ink penetrating the stencil and printing upon the envelope or wrapper which has been placed below it.

Both the Addressograph and the Elliott have a number of different priced mailing machines. The cost of their corresponding machines is practically the same. The metal frames of the Addressograph which are a permanent part of the equipment cost $22.50 per thousand. The metal strips on which the addresses are embossed cost approximately $3.40 a thousand, and the cards which fit the upper part of the frame cost about 65 cents a thousand. The material required in making a new address will cost .4 of a cent each.

The Elliott address plates cost $17 per thousand. These cards are complete. If you want to retain the old frames and replace the pieces of parchment on which the stencils are cut, they can be purchased for $8.00 a thousand. These stencils are cut to fit the fiber frames but will have to be pasted on the old frame. If new plates are used, it will cost 1.7 cents for each change. This cost can be reduced to .8 of a cent if the old frames are used again.

Both addressing machines will print the addresses directly upon the

envelopes or the wrappers. This is the best plan to use provided the mailing list is kept in the same city in which the magazine is printed. However, many fraternity magazines are published in cities located some distance from the editor, so this editor is confronted with another problem.

A number of the fraternities whose magazines are being printed by "out-of-town" publishers let the publisher maintain their addressing list. This is true especially of those fraternities which do not maintain headquarters. This plan has several important disadvantages. We should not expect publishers to maintain address lists as well as the individual organization. Many expensive delays are caused in making address changes. Every fraternity can use the addressing list for other purposes, and so, if this feature is overlooked, the fraternity is incurring a great loss.

Some editors who print at distant printing plants, maintain their own addressing lists and have the publishers send the wrappers or envelopes to them to be addressed. They are then returned to the publisher for the magazine mailing. The disadvantage to this plan is found in the expense of mailing or shipping the wrappers. A number of magazines will always be sent to old addresses, too, because the wrappers or envelopes must be addressed at least several days before the issue is mailed, and consequently all changes cannot be made in time.

Undoubtedly the best way to address magazines that are printed at a distance is by the use of "mailer-strips." These strips can be made very easily by both the Addressograph and Elliott machines. All of the addresses are printed on a roll of paper which is sent to the publisher. This roll is then placed in a machine which will cut apart the addresses and at the same time paste them on the wrappers or envelopes. These machines apply the paste so it is not necessary to print these rolls on gummed paper.

The manner of filing plates is important and should be determined by the needs of the fraternity. Addressing equipment (machines, cabinets and plates) represent a sizable investment, so it should be used for more purposes than the mere addressing of wrappers a few times each year. By systematic filing and the use of tabs and the selector, a single address file can be made to serve as the different files which a fraternity needs. The needs of the fraternity should be studied, and the plates

so arranged that they will provide the maximum amount of service.

Some fraternities file their address plates geographically to satisfy the postal regulation requiring that magazines be grouped according to geographical zones. There are two other ways in which these plates can be filed: (1) alphabetically; (2) by chapters. I know of no advantage of filing them alphabetically. Such an arrangement limits the uses of the files and makes it more difficult to use. Filing by chapters seems to offer the greater possibilities.

Those fraternities that charge alumni dues and provide for life members can make their address file serve as several separate files. This is especially true if the Addressograph system is used. By placing tabs in certain positions, the plates of paid-up life members, of those paying by installments, of those who have paid their annual dues or subscriptions, those one year in arrears, two years in arrears, those who have never paid, et cetera, may be designated. If, at any time, it is desirable to circularize any one of these groups, all one has to do is to set the selector and run the envelopes through the machine.

Another advantage of filing the plates according to chapters is that it provides a separate mailing list for each individual chapter. By using the "mailer-strip" the central or national office can supply address lists to each of its individual chapters. Still another advantage of this plan, as will be shown later, is in the maintenance of the address list.

Regardless of how the address plates are filed, some kind of a cross index of the plates should be maintained. This is an easy matter; just run the plates through the machine and print a complete set of addresses on any kind of filing cards you may want to use. These cards can then be rearranged or filed in several different ways. If your plates are filed geographically, these cards can be filed alphabetically or in chapter order, or vice versa. Whenever a cross index is maintained, care should be taken to see that every change that is made on the plates is also made on the cross index files, so the files will always correspond.

Doubtless the most important, as well as the most difficult, problem connected with the addressing lists is their proper maintenance. You may employ the addressing and filing method, but unless the addresses are correct, the system is useless. Therefore, every effort should be made to maintain the correct mailing addresses of all the members.

Fraternities should not have any trouble in securing the addresses of new members. It is an easy matter to get complete addresses when these men are initiated. The greatest difficulty is in keeping address lists up to date.

Advertisers tell us that mailing lists deteriorate from the rate of 15 to 30 per cent annually unless measures are taken to prevent it. This is due to deaths, changes of addresses, and other causes. Undoubtedly, fraternity mailing lists deteriorate more rapidly, for many younger college men move frequently before making permanent business connections. It costs much time and considerable money to keep these lists up to date, but certainly it is worth the price.

A good way to keep track of your members is to obtain, at the time of initiation, the home address of the initiate and the addresses of perhaps three persons who are likely to know at all times where he is located. If mail is returned from his address, then you have the names of three persons who will be able to give you information to enable you to locate him. Most fraternities have the initiate fill out a form for the central office at the time of initiation, so it is an easy matter to insert blanks for these names and addresses on these forms.

Another good plan which will keep many names from the unknown list is to keep an up-to-date record of both the business and home addresses. It is practically impossible to keep both addresses on the address plates, but if you have a cross index the second address may be placed upon these cards. If mail is returned from the address which you are using, you may be able to trace the addressee through the other address. Quite often a man will change his residence address without changing positions, and vice versa.

Chapter lists should be compiled periodically and sent to the chapter to be checked and to have additions or corrections inserted. The chapter is a valuable source of information because many members will notify their chapter but not the central office, and vice versa, so these checks regularly made will enable both the national office and the chapter to keep their address lists correct and up to date.

Another way to secure correct addresses is to make use of the various directories that are published by the majority of universities and colleges. Again if your address plates are filed according to chapter order, it will be an easy matter to check the addresses you have for the mem-

bers of any particular chapter with the addresses that appear in the directory published by the college or university at which that chapter is located. These directories will often contain addresses which have been sent to the universities but which have not been sent to the fraternities. A few schools make a small charge for these directories, but most of them will be glad to give you a copy. Quite often the alumni office publishes a directory of the alumni in one of the issues of its official magazine. It is possible that such directories do not contain the addresses of every student, but they will always contain a large proportion of them and should be checked.

A good mailing list can be made an invaluable aid to the various alumni organizations. In making a duplicate card from the address plates which are filed geographically you will have a complete list of the names and addresses of all your members who are located in any particular city. It will be an easy matter to prepare such a list which should be sent periodically to the alumni club officers. This will enable the club officers to get in touch with members who are located in their city, but who have not made themselves known. The officers will be able also to give you a number of corrections and perhaps additions to this list.

This geographical file will also enable you to organize clubs in various cities. By checking it you can determine the number of men located in the various cities. No doubt, every fraternity can point to a number of cities in which there are located a number of members but where they do not have an alumni organization simply because the men in that city do not know that others are there. By watching these files you will be able to organize a number of additional alumni clubs which, of course, should tend to strengthen your entire organization.

All changes of address should be made immediately after they are received. This is especially true of all changes that are received just before the magazine is mailed. Most fraternity magazines are sent as second-class mail matter and take the pound rate, which costs one and a half cents per pound. This is an exceptionally low rate. If the magazines are mailed individually they must be sent at the rate of one cent for each two ounces, and as the average fraternity magazine weighs from eight to ten ounces, the cost of mailing each copy individually will be approximately four or five cents.

Nor will the magazines be forwarded. The post office will notify the addressee that there is a piece of mail on which postage is due and will ask them to send the amount of forwarding charges. This does not make a good impression on the subscriber. It is true that he may have been at fault in having failed to notify the national office of his change of address, but he will not think of this oversight when he finds that the piece of mail being held is his fraternity magazine. So, every precaution should be taken to eliminate such situations.

If the magazine is undeliverable at the address to which it has been sent, the postmaster will notify the publisher. He has a form card which is used for this purpose. This card contains the name and address to which the magazine was sent and the reason for non-delivery. If it is due to a change in address known to the postmaster, he will insert the forwarding address on the card. This new address should not be accepted as a permanent mailing address, for often a man who is transferred will use a temporary address until he is more permanently located. It is a good policy to send a verification card to the address before making a plate change. The writer has always followed this policy, and by checking the returns, has found that from 40 to 60 per cent of the addresses which these members have sent in as their new, permanent mailing addresses differ from the addresses which the post office has sent.

Often you can get in touch with members for whom these cards have been returned without forwarding addresses, by sending them a piece of first-class mail as that will be forwarded and may reach the addressee. It is possible that members were slow in leaving forwarding addresses so their names should not be placed on the unknown list until you have tried every method of locating them.

The value of keeping an address list up to date cannot be over-emphasized. From 40 to 60 per cent of the alumni of some fraternities pay national dues so if these fraternities can, by a little effort, keep 100 names on their up-to-date address list they know that from 40 to 60 per cent of this group are going to pay their dues, which means that they will receive several hundreds of dollars which otherwise would be lost.

All in all, the subject of "addressing lists" is one which should concern every fraternity editor, even though it seems to be out of his

line of duty. He is interested in having his magazine placed upon the library table in good condition, so anything that will enable him to accomplish this end should receive his attention. Certainly it is a folly to spend hundreds of dollars and much time in order to prepare a good magazine, and then have the efforts wasted by improper mailing. He does not necessarily have to attend personally to the details essential to compiling and maintaining a good address list, but he should see that this work is done so his magazine will be promptly and properly delivered.

OTHER
FRATERNITY PUBLICATIONS

*

THE SECRET AND PRIVATE PUBLICATION

By CHESTER W. CLEVELAND

Editor of the Sigma Chi "Bulletin"

"There is a tendency to make this type of publication less secret—from some standpoints it can be made more interesting than the regular magazine"

BAIRD'S MANUAL of American College Fraternities is authority for the following statement: "In 1887 Sigma Chi made a new departure in fraternity journalism by commencing the publication of a secret monthly journal called the *Bulletin,* printed on thin paper and sent to members in sealed envelopes, which contained matters deemed too private for insertion in the quarterly journal. The *Bulletin* was a happy thought and has been very successful."

It is probably due to the fact that I am editor of *The Sigma Chi Bulletin,* the oldest private college fraternity publication in America, that I have been selected to write the chapter dealing with this type of periodical.

Since 1887 many fraternities and sororities have followed Sigma Chi's lead in this phase of fraternity journalism. The trend has been, however, to make this type of publication less and less secret as time goes on. Credit for this change in policy is due largely to the Interfraternity Conference which has advocated from its inception that what is good for one fraternity is good for all fraternities. The editorial flag of *The Sigma Chi Bulletin* carries this statement: "This publication is the internal organ of the fraternity and as such its contents are deemed private though not secret. Members of other fraternities and all other unauthorized persons should not, therefore, be permitted to peruse it." An esoteric publication is secret or private only to the extent that it is not sent to the exchanges on the fraternity's magazine

mailing list. As a matter of fact, I have in my files issues of nearly all of the so-called secret publications of other fraternities, and I have always been happy to place copies of our publication in the hands of interested interfraternity workers. If it were not for the misuse of confidential information published therein, by undergraduate fraternity men, there would really be no reason for restricting the circulation to members only.

From 1887 until 1926, *The Sigma Chi Bulletin* had a relatively small circulation, a limited number of copies going to each chapter with the admonition that they should be destroyed after careful reading. Less than 100 officers and workers received the publication. On January 1, 1926, Sigma Chi adopted a new publication program which called for five issues of the *Magazine* and four issues of the *Bulletin* during each college year, thus placing our publications on a monthly basis. Both periodicals were sent to an identical subscription list.

A great majority of fraternity men have little or no interest in the internal affairs of their organizations. They respond more readily to accounts of prominent alumni, athletic stars, and other highlights. That is one of the reasons why *The Magazine of Sigma Chi* confines its contents largely to the social aspect of the fraternity, nothing appearing in its pages which refers to the actual business before the organization. To continue such a policy in a general fraternity magazine, it is, therefore, quite necessary to have a supplementary publication in the nature of a house organ. Up to 1926 *The Sigma Chi Bulletin* was printed on egg-shell stock with no illustrations and in very much of a stereotyped form. It held no reader interest whatever.

The Sigma Chi Bulletin as it is now published has resulted in a great revival in the interest of our members, both undergraduate and alumni, in the internal affairs of the fraternity. It is attractive typographically and has a two-color cover of historic appeal. Each issue carries on its cover a picture of a Past Grand Consul of the fraternity, and inasmuch as Sigma Chi has had 24 national presidents, this series will take care of our cover problems for several years since only four such illustrations are required each year. The election of a new Grand Consul every two years further adds to the list. The publication of these cover photographs serves to keep fresh in the minds of our membership the pioneer workers in Sigma Chi, and naturally these men are

flattered and kept interested through this plan. The three other cover pages are devoted exclusively to two-color advertisements of various fraternity publications and projects.

The size of *The Sigma Chi Bulletin* is 8½ x 11½ inches which is in pleasing contrast to the smaller size of *The Magazine of Sigma Chi* and which makes any confusion impossible. The number of pages in each issue varies from 32 to 64. The frequency of issue is four numbers each college year with a fifth number appearing in June of convention years.

From a purely editorial standpoint, the private publication of any fraternity provides a much greater avenue for general good than the public journal. The editorials may be fearless, frank, and to the point. They may be full of censure for any chapter that is remiss in its obligations to the fraternity. Such subjects obviously would be taboo in a publication read by the public. I have long felt that any mention of financial matters should not be made in the public periodical of a fraternity, and in this connection *The Sigma Chi Bulletin* has been a tremendous force in the various campaigns we have launched for founders' portraits, founders' monuments, and the like. The $5,000 contributed for the sound motion picture of Sigma Chi's seventy-fifth anniversary exercises was raised largely through the pages of the *Bulletin,* and the interfraternity world knew nothing of the movement until its successful completion was announced in the *Magazine.*

The matter of obituaries now looms up as a big problem for all fraternity editors. The older Greek-letter societies, particularly, with their large alumni bodies, are reaching the point where obituaries can no longer be printed in the public magazine because of space limitations. I have arrived at the point where *The Magazine of Sigma Chi* makes no mention of a death unless the deceased was of such prominence that a feature article is justified. In order to chronicle briefly the deaths of the hundreds of members each year I have found the *Bulletin* a tremendous aid. As a matter of fact, a recent issue of the *Bulletin* carried death notices for nearly 250 Sigma Chis which required almost seven pages of composition. It will be recalled that no magazine of general circulation prints detailed obituaries, and the fraternity publication should be no exception. The inclusion of the obituary department in our private publication has, because of the many names involved,

made the periodical more personal and, therefore, greater in reader interest.

A recent issue of *The Sigma Chi Bulletin* included the following articles and departments:

1. "A Diagnosis of Fraternities"—Dr. Ray Lyman Wilbur's Interfraternity Conference address of 1929.

2. A petition from Colgate University, including the extended report of the investigating officer, a campus activity list of each petitioner, a roster of eligible alumni, a statement from each active chapter in the province indicating its attitude for or against the petition, endorsements of all national officers and alumni chapters in the province, testimonials of all Sigma Chis living in Hamilton, New York, and recommendations of university officials, Colgate fraternities, and local business and professional men.

3. "For the Good of the Order"—a department of short paragraphs, the names of all individuals and chapters appearing in bold face for easy reading. This is the "personal" column of the *Bulletin* and gives ample opportunity to cover a wide range of subjects briefly and to pay proper tribute to fraternity workers for various items of local service in the field, many of which references would be too trivial for general magazine comment.

4. "What Other Fraternities are Saying About Sigma Chi"—a department compiled from clippings gathered through a careful reading of all Greek-letter exchanges.

5. A detailed tabulation of the vote on the University of Wyoming petition. The *Bulletin* follows the practice of showing how each officer, active chapter, and alumni chapter votes on all propositions. The response to this policy is much more favorable than to the former system of regarding all ballots as secret, particularly in regard to charter grants, in which certain anti-expansionists in the past have hinted that the vote was manipulated.

6. A warning against two new impostors.

7. "The Voice of the Fraternity"—letters to the editor on a wide variety of subjects, ranging from a protest of any mention of Bishop Cannon in our publications to a letter indicating that a certain named chapter needed a "good kick in the pants."

8. Reprints from chapter publications, including items of praise and criticism of officers and fraternity procedure.

9. The complete story of the Interfraternity Conference of 1929, as furnished by its committee on information.

10. A blank for change of address, which is a tremendous aid in keeping the mailing list up-to-date.

11. A suggested form of bequest for the benefit of the various endowment funds.

12. A visitation report by Grand Tribune Joseph C. Nate, frankly stating the conditions in all chapters inspected with recommendations to the Executive Committee.

13. "Coming Events in Sigma Chi"—a calendar embracing all important dates, including the ninety-third birthday of Sigma Chi's oldest member with the suggestion that chapters and individuals send him greetings. Province meetings, banquets, house dedications, and installations are scheduled.

14. "Minutes of the Executive Committee—One of our province officers, Daniel Laurence, vice-president of the University of Cincinnati, recently wrote: "Publishing the minutes of the Executive Committee has, I believe, done more than any other one thing to put the rank and file of the organization in harmony with headquarters."

15. Numerous short items furnished by the Interfraternity Conference's committee on information.

16. A specimen set of by-laws for chapter adoption.

17. "Real Tasks for Alumni Chapters"—an article by the president of one of our prize graduate units, in which he outlines a program which will justify the existence of alumni organizations.

18. Reports of alumni chapter activities.

19. "An Endowment Program for Sigma Chi."

20. Reprints of attacks on the fraternity system including newspaper clippings referring to casualties in horseplay initiations.

21. Expulsions. The names of all newly expelled members appear in 14 point Cooper Black.

22. Announcement of a campaign for funds to erect a Founders' monument over the grave of Franklin H. Scobey.

23. A complete list of contributors, with amounts, to the Caldwell

monument fund. Widespread publicity to all fraternity donations is always recommended for obvious reasons.

24. The audit of the fraternity for the fiscal year, just ended.

25. A digest of convention proceedings of other fraternities, with emphasis on new legislation and contemplated projects.

27. Reports of standing committees with publicity to any calls they may issue for suggestions and help.

28. An exchange of ideas in chapter house administration. For example, the Denison Chapter, having recently designed and produced an attractive door plate at considerable cost, offered duplicates to other chapters at a very nominal figure.

29. A complete story of the annual session of the Grand Council.

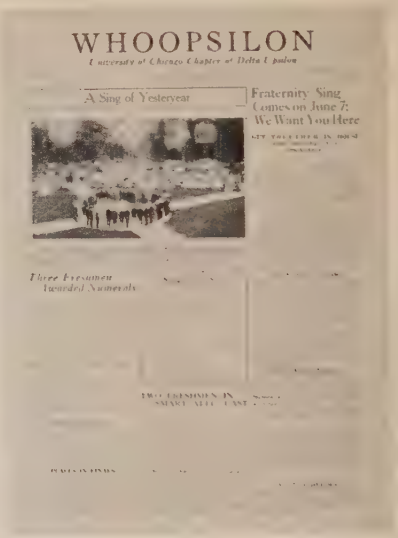
30. Legal notices to delinquent chapters. Also, Sigma Chi's law requires all proposed amendments and statutes to the constitution to be published in the *Bulletin* at least one month in advance of any action thereon.

I believe that there is a definite need for both public and private fraternity publications and frankly, one of the chief assets of a private publication is that it provides an admirable "dumping ground" for that type of editorial material which, if printed in the public organ, would utterly ruin the professional and dignified appearance so essential to the success of that type of publication.

Four Typical Chapter Publications

PHI KAPPA NEWS

Season's Greetings from the Active Chapter



WHOOPSILON

University of Chicago Chapter of Delta Upsilon

A Sing of Yesteryear

Fraternity Sing Comes on June 7: We Want You Here

Three Freshmen Awarded Numerals

THE DULINE

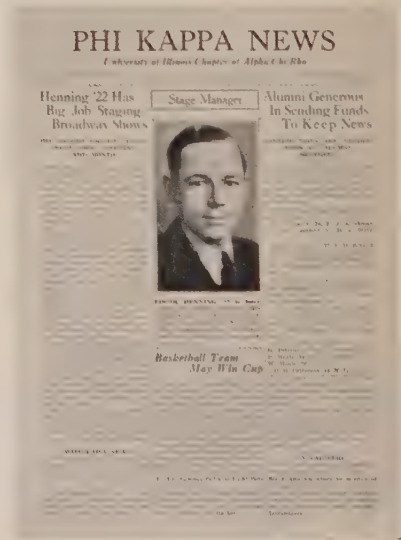
Illinois Chapter of Delta Upsilon

Help Make Rushing A Success

Geo. Chandler '22 Is Movie Star

New Movie Star

Recommend Men Now For Fall

Chapter Wants Big Delegation

PHI KAPPA NEWS

University of Illinois Chapter of Alpha Chi Rho

Henning '22 Has Big Job Staging Broadway Shows

Stage Manager

Alumni Generous In Sending Funds To Keep News

Basketball Team May Win Cup

THE CHAPTER PUBLICATION

By STEWART HOWE

Kappa Sigma

"The only way a chapter can secure the support of its alumni is by showing an interest in them—the chapter publication is the answer"

EVERY fraternity chapter comes to realize sooner or later that the only way it can hope to have the support and interest of its alumni is by showing an interest in them.

Because alumni cannot be seen personally often enough, the only way a chapter can show an interest in them is by the regular and frequent publication of a paper which will furnish these alumni with news of each other, of the active chapter, the fraternity, and the college.

Well-edited, regular and frequent chapter publications stimulate and hold the interest of alumni, when that interest is already established, and serve materially in creating such interest when it is lacking. Chapter papers also serve to increase greatly present alumni interest. The benefits for the active chapter, under such circumstances, are rather startling.

Naturally, the test of a successful chapter alumni publication is whether or not it actually does win greater alumni interest than the chapter previously enjoyed. Experience and actual test furnish several hints which the editor of every publication will find most worth while to follow if he wishes maximum success.

Chief among the hints is the suggestion that the editor always keep in mind for whom he is editing the publication. The reason for this is obvious. The chapter wants the maximum interest and support of its alumni. Therefore the publication should always be edited to please and interest them. The editor should imagine himself in the position of an alumnus ten years out of college who probably doesn't know one man in the active chapter and perhaps hasn't been back to the campus since graduation. This alumnus, the editor will realize, is most in-

terested to read of the men he knows, or the brothers who were in college with him. The alumnus, as everyone else, likes first to read about himself, next about his friends and classmates, and then about the things most familiar to him.

So the publication should always contain matter which is of most interest to the alumnus. This means that it is advisable to fill from fifty to seventy-five per cent of the space in the publication with alumni news.

Next in quantity should be news about the active chapter. But, this should never be anything that is not deserving of publication as actual news. Usually not personally acquainted with men in the chapter, the alumnus is not interested in the trivial things about them. He is interested, however, in learning who are chapter officers, who are winning campus honors, who are initiated, and so forth, but he is not interested in dubious humor about chapter members. When it comes to a question of whether to use a small item about an alumnus or a small item about an active chapter man, it is best to choose the former.

Besides alumni and active chapter news, every publication may well contain some general college and fraternity news. Tests show that in many cases the alumnus is almost as interested in college news as in active chapter news. He likes to know of new college buildings, of changes in the administration and faculty, what other fraternities are doing, early football predictions, campus gossip. He was interested in all this when he was in college, and it stands to reason that he still retains some of this interest. One alumnus has written to his fraternity that he would like to read now and then about the latest collegiate clothing styles.

Some news about the national fraternity should be used in every publication. It seems very logical that the alumnus will like to hear about the organization of which he is a member. Preliminary announcements of conventions, fraternity legislation, and names of members who are publicly prominent are some types of fraternity news which are of interest to the alumnus.

The second major suggestion is that the publication be issued frequently and at regular intervals. To be effective at all it should be issued at least four times a school year. To secure maximum results, proof shows that monthly editions are even better. Fraternities which

issue elaborate annual booklets make the mistake of spending all at once an amount which would permit them to publish smaller, more frequent, more effective publications throughout the year.

Alumni like to hear from their fraternity more than once a year and, if they do, will be more interested in it. As a result, they will show the chapter no end of appreciation. In some cases, alumni are reminded of their fraternity no oftener than they receive the chapter publication. So, with more frequent publications, they are reminded oftener, and as a consequence are better alumni. Direct-by-mail advertisers discovered the benefits of regular, frequent mailings some time ago. The more frequent a mailing, they discovered, the greater the results. Just as aptly can this be applied to the chapter publication.

Too, frequent publications permit timeliness. This is most important in reporting news. Timely news is not only the most interesting kind for the publication, but also induces alumni to begin contributing news which will make future issues more interesting, more valued by alumni, easier to edit, and more effective in accomplishing the desired result.

Further, frequent mailings—and this is most important—keep the chapter's address list up to date. Statistics show that approximately forty per cent of any chapter's alumni will move to a new address in a year's time, and some chapters, publishing monthly publications, report that they have from ten to twenty changes in addresses each month. When long intervals are permitted to elapse between mailings, the number grows, the address list becomes imperfect, and there is greater difficulty in securing new addresses for the imperfect ones.

Concerning the size and typography of the publication, it is best to make it a newspaper-appearing pamphlet of a size not too large to fit without more than two folds into a long envelope. A neat-appearing size, large enough to contain plenty of news and yet not so large as to be expensive, is approximately eight and a half by eleven inches. This size also permits ease of handling, reading and mailing.

Assuming this suggested size is used, four pages are usually enough for a frequent publication. On special occasions the number of pages can be increased.

Type and make-up of the publication should be of newspaper style. This permits ease in reading and allows the conciseness which most alumni prefer. Conservative newspaper headlines and layout, column

rules, et cetera, should be used. A clear face seven or eight point body type should be used, but the editor must be careful to select a face both for body and headlines that is in harmony with the proportions of his publication.

In writing the publication it is best to do so rather closely in newspaper fashion, although a bit more familiarly. Alumni readers, most of them business men, like conciseness, do not appreciate wading through confused rhetorical phrases to understand something which might have been written in seven words. Some editors find the style of *Time* magazine, with its terse style and concise packing of facts, a good model.

In writing his copy, the editor should always remember to explain everything as fully as it would be explained in a regular newspaper. He should not assume that the alumnus is familiar with customs and situations which exist in the chapter house and on the campus today. All details should be given.

In writing active chapter news, it is best to avoid all extravagant phrases, superlatives, and most adjectives. Facts speak best for themselves and certainly carry more conviction. It is often the tendency of amateur editors to say that the chapter is leading in all activities, has the best freshmen on the campus, and such, but no alumnus is fooled. He has less confidence in the publication as a result. It is best for the chapter to be modest, let facts give the impression, and allow the alumnus to form his own judgment.

Further, in mentioning active members, it is best not to use nicknames, and instead give always the first and last names. With each name should be given the man's class (junior, senior, et cetera) and his home city. Too many publications, in listing new pledges or initiates, particularly, forget to say where each man is from, and this is a detail which is most interesting. In listing pledges and initiates, too, relatives of alumni should always be mentioned as such. It is interesting to tell a little about each man, but here again care must be exercised not to make extravagant comments on his abilities.

Of course, pictures should be used in the publication. Some of these should be of alumni; others of active members, of campus scenes, et cetera. Pictures not only dress up the appearance of the publication, but also make it more attractive to the reader. When pictures of alumni and active chapter men are used, it is found that they serve

subtly to better acquaint alumni of different ages with each other, actives with alumni, and alumni with actives. Everyone is more interested in a stranger whom he can visualize.

In getting alumni news for the publication, it is necessary to depend at first upon well-acquainted alumni who will tell the editor news about their friends. But, shortly, so much news should come in without special request that there will always be too much for use in each issue. Every change in the alumni files is worth a story. Occupations, trips, business undertakings, births, marriages, new addresses will be the subject matter of a great bulk of this news.

The duties of the publication editor, if he is doing his work right, must really be continuous. He must not only be on the job at the time of writing the publication, but also the remainder of the time when he should be collecting and filing away every available bit of news. He should try to interview every alumnus who visits the chapter house. He should be so familiar with the names of the chapter alumni that he can pick up news about them from local and national publications.

If the chapter does not have many alumni, it will be worth while to print an address list of the alumni in one issue of the publication each year. However, when this list is more than approximately two hundred names, this will prove expensive and take too much valuable space. Chapters with more than two hundred alumni can afford to publish now and then a separate booklet as an address directory.

Appeals for money should never appear in the publication. The publication should never have any more obvious purpose than to serve its alumni readers. When appeals for money are made by the chapter, they should be made in a separate, special letter. After the appeal has been made, a news story may be used in the publication telling of the success of the solicitation and listing those who have contributed. These follow-ups will be found to be most effective. Successful chapter publications greatly stimulate the success of all financial solicitations. However, the effectiveness of the publications is spoiled if direct solicitation is made through them.

Rushing recommendations may be solicited directly through the publications, although tests show that it is best to keep the publications as free from requests as possible. The papers are most effective when they are for enjoyment only. The best practice, it seems, is to use the

publications to stimulate more support and in following up solicitations.

Besides distributing the publication to all alumni, it is worth while, for good will and publicity reasons, to send copies to all national fraternity officers, other chapters, to parents, to local alumni from other chapters, to the college alumni office, and possibly to the college newspaper and the college dean of men.

The most satisfactory and least expensive way of mailing the publication is in an envelope mailed under a third class postage permit. In an envelope the publication reaches the alumnus in good condition and gets more respect in the mail. Mailed third class, money in postage is saved.

A return postage guarantee should be printed on the envelope in order that copies failing to reach the alumnus will be returned, and an accurate account of incorrect addresses may be kept and corrected. Quite worth while is the practice of dressing up the envelope in color printing that it may attract attention and be distinctive. An envelope design used consistently will permit the alumnus to sort out the publication from other mail. Quite frequently, he'll read it before anything else.

In financing the publication it is best that the chapter bear all the expense. If the publication is just being started, the chapter may still believe this to be quite an expense, but there is consolation in the proof that the cost is an investment which the publication will return with generous dividends.

When the chapter bears all the expense of the publication, maximum respect is obtained from the alumnus, and he is under obligation to the chapter. The chapter's expenditure shows the alumni that it is interested in them. If alumni are solicited to support the cost of the publication, they are apt to feel little obligation.

Sometimes chapter alumni associations help chapters with the expense of the publications. This arrangement is satisfactory if the actives do not come to feel too much dependence on the association for its share of the expense, and if the association does not spoil the publication by attempting to use it for zealous campaigns to collect building pledges and dues.

Rules for the preparation of copy to appear in the publication and a description of typographical terms, the knowledge of which must be possessed by the editor of the publication, are too lengthy subjects in

themselves to be discussed here. It goes without saying that the man selected to be editor, besides being an upperclassman, should be one who knows something about editing. If he does not, he can learn these things rather quickly by reading a style book, by a talk with a good printer, and by actual practice.

In conclusion, it seems fitting to comment on another obvious thing: the value of chapter alumni papers. They win good will and interest. No doubt about it. They help with the collection of bills and make possible very successful solicitations for funds when such are not too frequent. They increase mail received from alumni. Some publications bring as many as fifty alumni letters each month. They increase attendance at special alumni affairs. They increase the number of alumni visitors. They increase the number of rushing recommendations and alumni co-operation in all chapter undertakings.

Too, there are some benefits which are not so apparent. The publications can be largely responsible for making a reality of the ideal, "a fraternity man for life," and not for college days only. The publications make active chapter members more alumni-conscious. This is decidedly worth while. Becoming alumni-conscious, active members not only become more interested in the alumni and learn something about them, but they begin to feel that it is the thing to be a "good" alumnus. When these active members graduate and become alumni, they will be "good" ones. They will have no memories of the active chapter not being interested in the alumni; they will remember that the thing to do is to be an interested alumnus. What could be more powerful in holding loyalties?

Knowledge of the alumni gives the active member a broader conception and a deeper appreciation of his fraternity and of its tradition. The active member will not only visualize a house of thirty men, but he will visualize also the four hundred men who have gone before.

How, you may ask, does the alumnus appreciate the publication? The publication performs a real service to the alumnus. It brings back happy memories of college days. It keeps him informed. Chapters with successful publications find the alumnus willing to repay the chapter in dollars and cents and in less tangible ways, to the chapter's benefit.

Chapter publications do cost money and take lots of effort; but they pay handsome dividends.

THE CONVENTION DAILY—IT'S ALL WORK

By C. B. LARRABEE

Editor of the "Delta Upsilon Quarterly"

"A convention daily puts down in black and white all the little things that the delegates are bound to forget"

TO HAVE a daily paper for the annual fraternity convention sounds like a great idea, and it is all of that. But the editor who enters the task of editing such a paper with the idea that he is about to do something that can be done between convention sessions is in for a lot of disillusionment.

My own experiences with this peculiar type of journalism cover three Delta Upsilon conventions at each of which we published three issues of a daily which was somewhat unoriginally named "The Old Gold and Blue Daily." As examples to place before classes in journalism, they belong several notches below the "Bingville Bugle"—but they weren't meant to be models. As I look back on my experiences, the wonder grows in my mind that they were ever issued at all.

The first question to be decided by any fraternity is whether a daily is really desirable. The advantages of such a paper are somewhat nebulous when considered before the fact but considerably more concrete when looked at after the convention is over.

A daily accomplishes a number of things. First, and perhaps greatest among its services, is that it puts down in black and white all the little things that the delegates are bound to forget. It tells them that Brother North in the west lobby handles the rooms, while Brother South in the east lobby takes care of the transportation. It tells them where the trip to the diamond mines starts and outlines with reasonable accuracy the somewhat breathless scheme for giving each fellow a girl for the convention dance. In this way it helps to avoid some of the confusion that has become a part of any fraternity convention.

Secondly, the daily serves an excellent purpose in getting people acquainted. It does its job in the same way that the small town paper does its job. Instead of telling about Ed Brown's cow's colic, it tells about the funny remark made by the delegate from Whoosis, but just as Ed Brown gets a big kick out of seeing his name in the paper so does the Whoosis delegate begin to think he's quite a fellow after all. Better than that the other delegates find the Whoosis man and know him. I've seen a daily actually acquaint the delegates with all the fraternity officers before the convention was over. It may even give them a working knowledge of the suffering members of the local committee.

Third, the daily gives the delegate a new conception of their fraternity as an organization that does things in a big way. That may sound peculiar, but the undergraduate is truly impressed at finding a daily published at convention sessions.

Fourth, the daily offers the editor of the fraternity magazine an easy way out of the annual convention article. At every convention we have been careful to make the daily the same page size as our *Quarterly.* In addition to the number of copies run for the convention itself, we have had an overrun of 6,000 or 7,000 made. This overrun is shipped to our *Quarterly* printing office, and there is bound into the next issue of the *Quarterly.* Thus we get a live running account of the convention, written during the activities, with all the value of good news and little of the deadly forced exuberance which seems so essential in any convention account.

Those are the main advantages of the daily, and I may add that the delegates and alumni seem to like this kind of a paper.

Against the advantages set the disadvantages. First, there is the cost. A daily is an expensive proposition and will stretch even the most elastic budget.

Second, the daily means a lot of hard work. It usually is a one-man or, at best, a two-man proposition. Here let me say that any fraternity editor who goes into the proposition must figure from the start that he is going to be editor, reporter, proofreader and general handy man. He is going to get up early in the morning and retire early the next morning after having sent the issue to press. He isn't going to have much fun at the convention, unless his idea of fun is a sixteen-hour day.

Third, the daily never quite lives up to its possibilities, perhaps because those of my experience haven't been all they should have been. It may be other and more efficient editors could correct this fault.

All right, innocently and optimistically you have decided to get out a daily. What next?

For your own good it is to be hoped that your decision was made at least six months before the date of the opening of the convention. That will give you plenty of time to arrange everything with the local committee. The local committee must find out the following things:

1. Is there a printer who is equipped to do the work? Notice that wording. There are many printers who will do some kind of a job —but the printer you want is one who will stay up half the night, work late and laugh while he is doing it, who has presses and linotype operators aplenty, and who can promise deliveries by breakfast time the next day.

2. How much will he charge? I might give figures of our costs on the three dailies we have issued, but these wouldn't be worth much. It is going to cost more to get out a daily in a large city where union labor charges overtime, than it is to get out a daily in a small town where some local printer needs the extra money and is willing to work for it.

3. Will it be possible to have current news pictures? By these I mean pictures taken at the convention, developed and made into halftones, all within a short time. In large cities this is simple. You find photographers there who will give quick service and engravers who will make cuts in a few hours. In smaller places news pictures are out of the question. Beware of the local committee which says, "Oh, it's simple enough. Get the pictures done, and then we'll put the films in an automobile and carry them to Chicago, 180 miles away, and get them back by the next morning easily." It can't be done. If there are no facilities within ten miles of the convention hall, forget news pictures.

4. Will the local committee furnish you with a couple of good men who will act as assistant editors? This is a big question, and there isn't a good answer. On three different occasions I have been offered the services of good brothers who have made shining marks in the journalistic world. In each case they were of no help. In the first place, they were individualists. In the second place they came to the

convention for a vacation and were loaded down with golf clubs and bathing suits. Sad as it may seem, you can't play much golf and turn out several thousand words of copy every day. Therefore, when the local committee tells you that Brother Blotz, city editor of the local paper, will be glad to co-operate, forget Brother Blotz. Put your trust, rather, in Bill Biggins, who is usually secretary of the local alumni club and a fellow who apparently loves work. You'll find usually that Bill is carrying most of the details of the convention on his shoulders and that the mere matter of a few thousand words a day looks easy—and is easy. Give me two good, hard-working brothers whose writing ability has been confined largely to signing checks, and I'll be far happier than with a whole corps of city editors.

If you belong to a wealthy fraternity (are there any?), you may be able to get to the convention city a month or so before the convention. If so, you can handle all these details then. If, on the other hand, you can't, you must depend on the local committee. If you do get there beforehand, you can pick your assistants, and then *insist* that they be asked to do nothing else but work with you. If you insist long enough and loud enough, you'll find that you'll be able to get half of their time. Otherwise you won't get any of it.

Plan to take with you to the convention a liberal supply of stock cuts. You'll have good pictures of the convention officers and probably of the members of the local committee. These have good news value and fill space. Anything that fills space is splendid—as you'll find out. If the convention is held at a hotel, borrow a couple of cuts from the hotel. It may sound unbelievable, but you'd be surprised how glad the delegates are to see a picture of the grand solarium, the place where the sessions are held. Maybe they take the pictures home as souvenirs. But don't be afraid to use one or two pictures of the hotel, and maybe a couple of pictures of the college where the convention is held. At Schenectady we dug up a map of the city and published it because we didn't have copy to fill any more pages. The map was a success. Several delegates told me so.

If you can get news cuts, use your stock cuts on the first issue. Of course, you can sprinkle them through the other issues, but get as many news pictures as possible. Don't be afraid your paper will look like a tabloid. Rather be afraid that it won't.

Make your first issue a kind of souvenir program with plenty of pictures of local committeemen and national officers; a full program of the entire convention; all the information that a delegate needs to know and is liable to forget. Don't overlook a detail. If you are lucky, you may be able to get a twelve-page issue. I did it once. You'll find, however, that eight pages will be plenty for your second and third issues.

In your first issue get as many personal items as possible. These will be hard to get before the convention is under way. However, there will probably be a joke to tell about some member of the local committee or gossip about some of the delegates.

On the first page of your first issue you talk entirely of the future. Your leading article, then, will be a forecast of what is going to happen. Your secondary first page article may be an account of the college which is acting as host or a condensed guide-book of the convention city.

Have an editorial page. You have a good opportunity to show the convention's appreciation to all courtesies on this page. You can have a rousing editorial on the local committee, and such an editorial is easy to write and fills space. You can editorialize also on what a fine group of delegates are in attendance. Oh, there are no end of things about which you can editorialize, and editorials can be created while news stories can't be. For your first issue, your editorial will be headed, "Welcome to Happyville!" After that use your own judgment.

I have found it well to get the officers of the fraternity to write short messages of greeting to the delegates. These messages should go in the first issue with the officers' pictures. Be sure to get short greetings!

In the later issues the set-up is a little easier. Page one carries the leading article on what will happen today. The secondary article will be about what happened yesterday. The what-will-happen article is the harder one to write because it has to be "padded." On page two run a box program of the day's schedule. Make this a full page box. It fills space and looks important.

Speaking of boxes, I have found them of real help. Use several of them each issue. In them you can emphasize necessary information such as how to register for the trip to the diamond mines, where to get your convention souvenirs, et cetera.

In your second issue get at least two pages of personal items. Some of these can be smart remarks that may seem feeble to you, but are

popular with the boys. In order to get a supply of these, get the two busiest undergraduates and tell them you must have news. Tell them they don't have to write it, but that you expect them to meet you at five every afternoon and tell the news. I have been lucky in getting them to do it on that basis. If you tell them you want them to work, they'll make excuses. They are on a vacation and won't work even for the sacred name of the dear old fraternity. At each convention I have been able to get just one undergraduate to work with me. There is no sure recipe for finding this man. You just have to choose wisely.

Other types of personal items are those about the loyal alumnus who hasn't missed a convention since 1864 when he was fighting before Vicksburg; a word about the convention chaplain; something about what the fraternity president does when he isn't presiding, et cetera. These are legitimate news items and are of interest.

Other articles will be more detailed accounts of coming events. For instance in the issue that appears the day of the banquet, your running story will tell about it, when it will be held and who the speakers are to be. Then on page four, perhaps, you can have a special article about the banquet with more detail, for instance the menu, short sketches of the speakers, et cetera.

But again I come back to the personal items. They give life to the issue and draw the readers. If you get two pages of good items, your readers will forget everything else.

And pictures! Let me emphasize them again. The more pictures, the more interest. Have pictures of people rather than pictures of places, if possible.

There are many other minor details that might be discussed, but this business of issuing a daily is so dependent upon the editor and upon the nature of the fraternity that I confess my inability to give any particular help in solving the minor problems.

In conclusion let me again point out that editing the daily is pretty nearly bound to resolve itself into a one-man job. You can get help from others, but you must plan to do most of the writing. Therefore, if you are not prepared to do a lot of hard work, work that in a great measure is thankless, don't encourage a convention daily. Convince the officers of the fraternity that the daily is an unnecessary expense and won't amount to anything!

On the other hand, if you like work and enjoy a great many minor vexations and a few major vexations all lumped together in two or three days, and won't let these interfere with your pleasure at having done a hard job as well as it could be done, then by all means get out a daily. After all it's fun, and in the long run the delegates seem to appreciate what you've done.

OTHER FRATERNITY PUBLICATIONS

"The established order of contents in book-making should be carefully followed by those editors engaged in editing a fraternity book"

ALTHOUGH magazine work is the chief and most immediate interest of the average fraternity editor, the time will arrive in his editorial life and when he is called upon to edit a songbook, a directory, a history, a pledge manual, or one of the other multiple forms that are beginning to appear on the fraternity bookshelves.

There are certain essentials that must be heeded in order to make a complete book, including such technical book terms as half-title (the name of the book that precedes the title page and frontispiece), title-page, dedication, et cetera.

Each book should consist of three parts: the *preliminaries* which include all of the material which is explanatory of the book, yet not actually a part of the text; the *text,* which includes all material which deals with the subject; and the *reference* matter which appears at the back, and which is composed of the appendix, glossaries, index, and other appended material.

The proper sequence outlined below should be followed in each book. This sequence has been carefully prepared after long years of study and book publishing by that authority on bookmaking, the University of Chicago Press, from whose *Manual of Style* we quote:

Preliminaries

	Page
Series Half-Title[1]	*i*
Announcement or Advertising Card	*ii*
Book Half-Title	*iii*
Publishers' Agencies	*iv*
Title-Page	*v*

Copyright and Printer's Imprint	*vi*
Dedication (if any)	*vii*
Blank	*viii*
Preface[2] *(first use of folio)*	*ix*
Table of Contents	*recto*
Errata[3]	
List of Illustrations	*recto*
Introduction[4]	*recto*

[1] Used if the book is in a series; if not, begin with book half-title as p. i.
[2] The editor's preface, if any, precedes the author's preface.
[3] Tipped in over title, or printed at end of contents.
[4] May be included in preliminaries or be the first text page, depending on context.

Text

First Half-Title (if chapters have half-titles).	*recto*
First Text Page[1]	*recto*

Reference Matter

Appendix[2]	*recto*
Notes	*recto*
Glossary	*recto*
Bibliography	*verso or recto*
Vocabulary	*recto*
Index	*recto*

[1] Chapters or similar divisions after the first usually begin either on recto or verso pages, but may begin in a very formal book on recto only.
[2] Preceded by a half-title if such style is used for other divisions of book.

INFORMATION FOR THE FRATERNITY EDITOR

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PROOF READER'S MARKS

dele	Dele, or delete: take it out.
⊖	Letter reversed — turn.
#	Put in space.
⌢	Close up — no space.
eq #	Bad spacing: space more evenly.
wf	Wrong font: character of wrong size or style.
tr	Transpose.
¶	Make a new paragraph.
□	Indent; or, put in an em-quad space.
⌊	⌊ Carry to the left.
⌋	Carry to the right.
⌈	Elevate.
⌊	Depress.
×	Imperfect type — correct.
⊥	Space shows between words — push down.
‖ =	‖ Straighten alignment.
stet	Restore or retain words crossed out.
⁀	Print (æ, fi, etc.) as a ligature.
out, see copy	Words are omitted from, or in, copy.
?	Query to author: Is this correct?
caps	Put in capitals.
sc	Put in SMALL CAPITALS.
lc	Put in LOWER CASE.
rom	Put in *roman* type.
ital	Put in italic type.
bf	Put in **bold face** type.
⊙	Insert period.
✓	Insert an apostrophe in proof readers marks.
=/	Insert hyphen in printing office efficiency.
en—/	Insert en dash between 1918 20.
em—/	Insert em dash.

THESE ARE THE PROOF MARKS USED AND RECOMMENDED BY HARVARD UNIVERSITY PRESS

RULES FOR THE PREPARATION OF COPY

Out of good magazine practice has grown certain uniformities of style over which there is general accord—this chapter includes a recommended style sheet

MANY are the rules of style, punctuation, capitalization, and grammar for the preparation and printing of copy. So many are there, and so varied is the divergence, that it is safe to say that rules of style are in the last analysis largely a matter of personal taste.

The fraternity editor should adopt the style that seems best to fit his case and the needs of his particular magazine and then mimeograph or print these rules for the guidance of his chapter correspondents.

While there is a difference of opinion, a certain uniformity has been established which is being followed by the best edited newspapers and magazines and also by the better printers.

The rules which follow are those in most general use and have been copied from the style sheet which one fraternity editor sends to his chapter editors. These rules, in general, tend toward simplicity and the least capitalization and punctuation possible.

General Rules for the Preparation of Copy

1. Material must be prepared as specified herewith. Each item should be covered completely, numbered, and placed on a separate sheet of paper. Don't be sparing with paper.

2. Use standard 8½ x 11 inch paper, white or yellow, and label each item specifically.

3. Use a typewriter. Doublespace all copy. Positively no copy will be accepted unless it is typewritten. The average long-hand copy is so illegible as to be the cause of frequent mistakes.

4. Be brief, yet complete.

5. Use the best rhetoric and English of which you are capable. Don't attempt to be slangy.

6. Always place the name of your own chapter at the beginning of each page; also your own name.

7. All chapter letters should begin with the name of the chapter followed by the city in which located. For example: Gamma Chapter, Champaign, Illinois.

8. Give complete addresses, including street number, city, and state. If the county has an importance to the address, mention it also.

9. Keep on the lookout for features which are unusual. Example: a Brother who gets straight "A's" in scholarship or one who is in a foreign land.

10. Whenever possible submit photographs of a brother or brother's activities. Never send photographs rolled. These should be placed in a regular folder which you can secure at any drug store. Photos should be *action* pictures if possible.

Specific Rules to be Followed

1. Always use a man's complete name, i.e., first name, middle initial, and last name. Avoid the use of nicknames.

2. Use "brother" only as you would the prefix, "Mr." When giving the name of a man for the first time in an article or in an item, never use the prefix, "brother." Express your thought thus: *"John J. Brown* (Sigma '05) *is now traveling in Europe. Brother Brown will stop at the Bank.* When using the brother's name the second time in the same story you will, of course, say "Brother Brown."

3. When giving the name of a brother for the first time in an article give his year of graduation or intended graduation from college. Thus, "John J. Brown (Sigma '05)," or if the brother has become an alumnus without receiving his degree, express your thought thus: "John J. Brown (Sigma ex-'05)," which indicates that the man in question would have graduated with the class of '05 had he completed his course.

Rules of Style

Out of the best journalistic practice the following rules have been evolved for fraternity magazine use. These rules will aid in making your magazine a uniform, well edited, and easily read publication:*

* *Webster's International Dictionary* and the *Banta Book of Printing* are authority in spelling and division of words not herein. Where authority gives two forms, the preferred spelling suggested should prevail.

Capitalization

Capitalize:

1. All proper nouns, months, days of the week; but not the seasons.

2. Principal words in the titles of books, plays, lectures, pictures, toasts, etc., including the initial "A" or "The"; "The Man from Home."

3. Titles denoting official position, rank or occupation, when they precede a proper noun: President Hoover, Grand President Miles Gray (but Miles Gray, grand president). Avoid long awkward titles before a name such as State Superintendent of Public Property James R. Harrison.

4. The names of associations, societies, fraternities, leagues, companies, roads, lines, and incorporated bodies; Louisiana State University, First National Bank, Union Trust Company, Northwestern Line, Epworth Methodist Church, First Wisconsin Volunteers, Sigma Sigma Fraternity.

5. Common nouns when they precede the distinguishing parts in names of associations, societies, companies, etc.: University of Wisconsin, Association of Collegiate Alumni, Bank of Illinois.

6. Common nouns when they are integral parts of accepted geographical terms: Lake Michigan, Gulf of Mexico.

7. The names of streets, avenues, boulevards, colleges and buildings, hotels, theaters, stations, wards, districts, counties, et cetera: Pinckney Street, Northwestern Station, South Hall, Grand Hotel, Third Ward, Second District.

8. Schools, colleges, and main divisions of a university.

9. Names of all religious denominations, and nouns and pronouns of the Deity.

10. Names of all political parties: Republican, Bolshevist, Socialist.

11. Sections of the country, but not the points of the compass: the East, the Middle West; east, northwest.

12. Abbreviations of college degrees: B.A., M.A., LL.D., Ph.D.

13. Names of sections of a city and nicknames of states and cities; the East Side, the Empire State, the Windy City.

14. Names of holidays: Fourth of July, New Year's Day, Founders' Day.

15. Names of all races and nationalities: Indians, Caucasian, Hottentot.

16. Nicknames of athletic clubs and teams: the White Sox, the Gophers.

Avoid All Capitalization Not Absolutely Necessary

Do not capitalize:

18. Names of national, state, and city bodies, buildings, officers, boards, et cetera; congress, senate, assembly, department of justice, tax commission, budget committee, post office, city hall, common council, capital board of control, executive committee.

19. Points of the compass: east, northwest.

20. Common religious terms: scriptures, gospels, heathen.

21. Names of school or college studies, except names of languages: biology, French.

22. Titles when they follow the name: Henry Wilson, professor of Greek.

23. Abbreviations of time or day: A.M., P.M., 12 M.

24. Names of college classes: sophomore, senior.

25. College degrees when spelled out: bachelor of arts, but B.A., Ph.D.

26. Seasons of the year: spring, autumn.

27. Names of offices in list of officers as in election of officers: The new officers are John C. Walter, pledge master, et cetera.

Punctuation

28. Omit period after "per cent" and after nicknames (Tom, Sam, Will).

29. Use a comma before "and" in a list: red, white, and blue.

30. Punctuate list of names with cities or states, after a colon thus: Messrs. Arnold Woll, Racine; R. G. Davitt, Beloit; etc. Punctuate list of names with offices, after a colon thus: J. S. Hall, historian; Henry Brown, treasurer.

31. Use a colon after a statement introducing a direct quotation of one or more paragraphs, and begin a new paragraph for the quotation. Use a colon after "as follows."

32. Never use a colon after viz., to wit, namely, e.g., i.e., except when

they end a paragraph. Use colon, dash, or semicolon before them and comma after them, thus: This is the man; to wit, the victim.

33. Use a comma between a man's name and Jr. and Sr., thus, John J. Brown, Jr.

34. Use an apostrophe with year of college classes: class of '87, John White '01.

35. Do not use a hyphen in today or tomorrow, or interfraternity.

36. Use a hyphen in compound numbers: thirty-two.

37. Use an apostrophe in making plural of figures: early '90's.

38. Use no apostrophe in such abbreviations as Frisco, varsity, phone, bus.

39. Use the dash sparingly. In most cases the comma or colon is preferable. The dash indicates a sudden suspense of the thought or an abrupt change of construction. Its too frequent use is the mark of loose and disordered writing—and thinking.

40. Use an em dash after a man's name placed at the beginning in a series of interviews: Henry Keith—I have nothing to say. (Use no quotation marks with this form.)

41. Don't use a comma in "6 feet 3 inches tall," "3 years 6 months old," etc.

42. In sporting news punctuate thus: Score: Wisconsin, 8, Chicago, 3. 100-yard dash: Smith, first; Hanks, second. Time, 0:10 1-5.

Quotations

Quote:

43. All verbatim quotations when they are to be set in the same type and measure as the context, but not when they are to be in smaller type or narrower measure.

44. All testimony, conversation, and interviews given in direct form, except when name of speaker or, Q. and A., with a dash, precedes, as: John Keith—I have nothing to say. Q.—What is your name? A.—Oscar Brown.

45. Names of paintings, statuary, songs, subjects of lectures, sermons, toasts, magazine articles, mottoes, including the initial "A" or "The": Kipling, "The Recessional."

46. Nicknames used before surnames: "Al" Harris, but Henry (Slim) Hall,—but avoid nicknames so far as possible.

47. Use single quotation marks for quotations within a quotation.

48. Use quotation marks at the beginning of each paragraph of a continuous quotation of several paragraphs, but at the end of the last paragraph only.

Do Not Quote:

49. Names of characters in plays: Shylock in *The Merchant of Venice.*

50. Names of newspapers or periodicals: the *Springfield Republican.*

51. Names of ships, airplanes, automobiles, horses, and dogs.

Italics

52. Italicize names of books, newspapers, magazines, dramas, operas, symphonies, ships, foreign language words and phrases.

Figures

53. Numbers of 10 or over, except in the case of approximate numbers as "above one hundred men."

54. Numbers under 10 only in the following cases: hours of the day: 7 P.M.; at 8:30 this morning; days of the month omitting d, th, st: April 29, 1918; July 1. Ages: He was 9 years old; 2-year-old James.

55. All dimensions, prices, degrees of temperature, per cents, dates, votes, times in races, etc.: 3 feet long, $3 a year, 78 degrees, 95 per cent.

56. All sums of money (with dollar or cents): $24, $5.06, 75 cents.

57. Street and room numbers: 1324 Grand Avenue, 69 University Hall.

58. When used in close connection with numbers over 10: 133 boys and 6 girls. *Do not begin a sentence with figures: supply a word or spell out.*

Abbreviations

Abbreviate:

59. The following titles and no other when they precede a name: Rev., Dr., Mr., Mrs., M., Mme, Mlle, Prof. (before a full name only: Prof. E. G. Hunt, but Professor Hunt, and military titles, except, sergeant, corporal, and chaplain. Never write Pres. Hoover or Vice-Pres. Curtis, Sen. Jones, Pres. Brown).

60. Names of states, only when they follow names of cities: Madison, Wis. (but never "a citizen of Wis.")

61. "Number" before figures: No. 24.

62. Saint and Mount in proper names, but not Fort: St. John but Fort Wayne.

Do Not Abbreviate:

63. Railway, company, street, avenue, district, etc., except in lists or tables; Chicago and Northwestern Railway, State Street, A. B. Hall Company. (Railway and railroad may be abbreviated when initials are used: C., M., St. P. & P. Ry.)

64. Christian names like William, Charles, Thomas, John, Alexander.

65. The titles congressman, senator, representative, president, secretary, treasurer, et cetera.

66. Names of months except in dates and date lines.

67. Years ('97 for 1897), except in referring to college classes, etc.

68. Christmas in the form of Xmas.

69. Per cent: 15 per cent (not 15%).

70. Cents: 75 cents (not 75 cts. or 75c), except in marked quotations.

71. Avoid colloquial abbreviations like: "prof," "libe," "ags."

Dates and Date Lines

72. In dates, write January 12, 1930 (not the 12th of January, or 12 January).

73. Punctuate date lines thus: Lambda Chapter, Madison, Wis.—Fire destroyed the, et cetera. Omit state after names of prominent cities. Abbreviate months of more than five letters. Omit year and d, st, th, (after figures).

Begin the story immediately after dash and on the same line.

Addresses

74. Write address thus:

Frank D. Miles, 136 Gilman Street. Hiram Swank, Cuba City, Utah.

75. Omit "at" and "of" before address. Do not abbreviate street, avenue, etc.

Titles

76. Always give initials or first names of persons the first time they appear in a story.

77. Never use only one initial; use both or first name: J. H. Ward, John H. Ward, or John Ward (not J. Ward). Do not use nicknames except in sporting news or in this form: John (Spike) Brown.

78. Write Brother and Mrs. Arthur S. Miles (not Arthur S. Miles and wife).

79. Write Professor and Mrs. Henry Wilton (not Brother and Mrs. Prof. Henry Wilton).

80. Write Sir Henry and Lady Chichester (not Sir and and Lady Chichester).

81. Give the title professor only to members of faculty of professorial rank; use Brother when necessary with name of instructor or assistant.

82. Avoid long titles, such as Superintendent of Public Instruction Moore.

83. Never use the title "Honorable" or "Hon."

A PRONOUNCING DICTIONARY OF THE GREEK ALPHABET

THERE are twenty-four letters in the Greek alphabet, says the pledge manual of Delta Zeta. They are given here, with both the Greek and English pronunciations. This matter of pronunciation is a rather difficult one to settle since there are numerous inconsistencies in the way different Greek names are now pronounced in fraternity circles. The reason of course is that the so-called "modern Greek" is very rarely a student of Greek and does not recognize the fact that Greek letters have both an English and a Greek pronunciation. Consequently we often have the two used in the same fraternity name, because the final effect sounds well. Even the Phi Beta Kappa name, as it is usually pronounced, is such a hybrid.

Form	*Letter*	*Greek*	*English*
A	Alpha	Ahlpha	Alpha
B	Beta	Bayta	Beeta
Γ	Gamma	Gahmma	Gamma
Δ	Delta	Delta	Delta
E	Epsilon	Epsilon	Epsilon
Z	Zeta	Zayta	Zeeta
H	Eta	Ayta	Eeta
Θ	Theta	Thayta	Theeta
I	Iota	Iota	Iota
K	Kappa	Kahppa	Kappa
Λ	Lambda	Lahmbda	Lambda
M	Mu	Mew	Mew
N	Nu	New	New
Ξ	Xi	Xee	Zi (eye)
O	Omicron	Omicron	Omicron
Π	Pi	Pee	Pi (eye)
P	Rho	Rho	Rho
Σ	Sigma	Sigma	Sigma
T	Tau	Tow (owl)	Tawe
Υ	Upsilon	Oopsilon	Upsilon
Φ	Phi	Phee	Phi (eye)
X	Chi	Chee	Chi (eye)
Ψ	Psi	Psee	Psi (eye)
Ω	Omega	Omayga	Omeega

To sum up, the difference between the Greek "ah" sound as in Kappa, and the English "a" as in ask, is too trivial to bother about. Fraternity Greeks use the English form in such cases. Beta, Zeta, Eta, Theta, Omega are pronounced with the Greek "e," *i.e.,* the "ay" sound rather then with the English "ee." It is *better* to follow custom and use the Greek pronunciation here. In the case of Xi, Pi, Phi, Chi, Psi, both the Greek and the English forms are used, but it is wiser for us to adopt the English sound Zy, Py, etc., and not Zee, Pee, etc. We should however, be consistent in our pronunciation of the same letter. If we do at times, sanctioned by custom, use two types of pronunciation in the same name, as in Pi Beta Phi, say Pi (eye) Bayta Phee. We all say "Phy Bayta Kappa." To be consistent we should say "Phe Bayta Kahppa" or "Phy Beeta Kappa." But such phonetic correctness is unknown, save to the erudite scholar! So, keep the English "a" sound, the Greek "e," and the English "i," then we'll understand each other.

INTERFRATERNITY JOURNALISTIC CONFERENCES

It was the college fraternity editors who laid the foundations for the present-day Interfraternity Conference—a history of the Fraternity Editors Association

TO THOSE of us who wield the editorial pencil in behalf of the Greek-letter cause, it is intensely interesting and particularly gratifying to note that it was the college fraternity editors of the nation who laid the foundation for the strong present-day Interfraternity Conference, now nearing its twenty-first annual session.

It was a fraternity editor who first advocated a "Panhellenic Council." It was a fraternity editor who first recognized the growing need of interfraternity comity. Consequently, the Interfraternity Press Association, founded at Philadelphia, Pennsylvania, on February 22, 1883, was the progenitor of the entire interfraternity movement as we know it today.

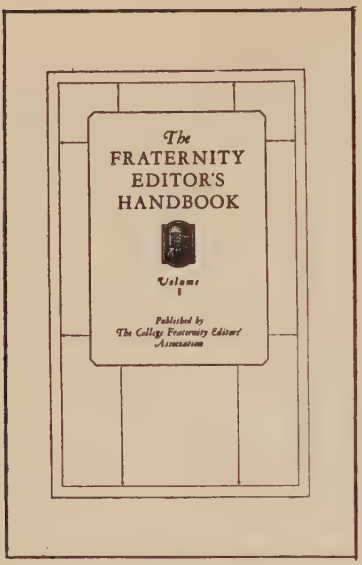
The first fraternity magazine, the *Beta Theta Pi,* made its appearance on December 15, 1872, and has been published continuously since. In 1877 a new departure in fraternity journalism was made by Sigma Chi by commencing the publication of a secret monthly journal called the *Bulletin,* issued in addition to its magazine. Since that time both public and private periodicals have been in vogue among the majority of the fraternities.

It was therefore fitting and proper that the editors of the *Beta Theta Pi* should issue the call for the first meeting ever held by fraternity editors. *The Beta Book,* published by Beta Theta Pi and admirably edited by Dr. Francis W. Shepardson, who has done so much to dignify the profession of fraternity editor, contains the following preliminary correspondence in reference to the first meeting:

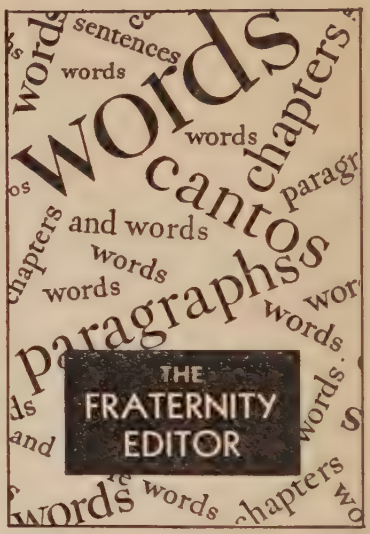
CINCINNATI, OHIO, January 13, 1883

DEAR SIR—A suggestion made not long ago by a writer in the Chi Phi

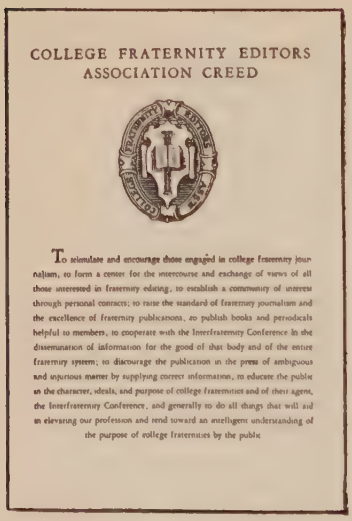
Publications of the Fraternity Editors Association



A 32 Page Booklet Issued in 1927



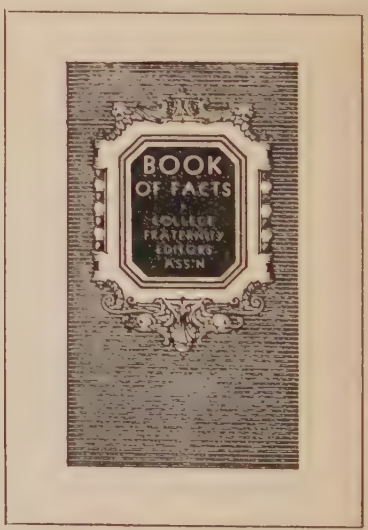
Cover of First Number of *The Fraternity Editor*, Issued in June, 1930



COLLEGE FRATERNITY EDITORS
ASSOCIATION CREED

To stimulate and encourage those engaged in college fraternity journalism, to form a center for the intercourse and exchange of views of all those interested in fraternity editing, to establish a community of interest through personal contacts; to raise the standard of fraternity journalism and the excellence of fraternity publications, to publish books and periodicals helpful to members, to cooperate with the Interfraternity Conference in the dissemination of information for the good of that body and of the entire fraternity system; to discourage the publication in the press of ambiguous and injurious matter by supplying correct information, to educate the public in the character, ideals, and purpose of college fraternities and of their agent, the Interfraternity Conference, and generally to do all things that will aid in elevating our profession and tend toward an intelligent understanding of the purpose of college fraternities by the public

The Creed Was Published in April, 1930



Eight Page *Book of Facts* Was Issued in July, 1930

Quarterly, as to a meeting of fraternity editors, has met with very general favor. It has seemed to many that such a meeting might prove to be the best method of preparing the way for the widely discussed Pan-Hellenic Council, as well as to afford a means of arriving at an understanding upon many points of interest to the editors of fraternity papers and fraternities at large.

Having waited in vain for some of its co-laborers in the field of fraternity journalism to take the initiative in this movement, the *Beta Theta Pi,* by virtue rather of its seniority in age than any other claims to leadership, ventures to submit the following propositions to the several fraternity organs:

First—That a meeting of fraternity editors be held on Thursday, February 22, 1883, at New York, Philadelphia or Washington, as the majority of the papers may prefer.

Second—That, inasmuch as the discussion of a plan for a Pan-Hellenic Council will be one of the prominent objects of the meeting, invitations be sent to the several fraternities of the country to send representatives to the conference. It seems advisable to make this or some similar provision, since several fraternities have already appointed committees of cooperation with respect to the proposed Pan-Hellenic Council, and in any discussion of that subject these fraternities, should, of course, be represented by the committees of their own choosing, rather than by their editors, or other members; and such fraternities as have neither editors nor committees of cooperation (in which number are several of the best orders in the country) can also have secured to them in this way a representation in the Pan-Hellenic Council. Of course, this would not interfere with the holding of separate sessions by the fraternity editors present, to discuss matters of interest to them alone.

You are requested, therefore, to transmit to this office, immediately, notice of your approval or disapproval of the date named above, and of your preference among the places of meetings suggested. Also, your opinion as to the second proposition—the inviting of others than editors to the gathering. Suggestions are asked upon any points that occur to you.

We will take the responsibility of executing the wishes of the majority of the brethren of the fraternity press, and will immediately notify you of the details of the plan, as determined by your votes.

Fraternally yours,

THE EDITORS OF THE BETA THETA PI

This was followed in February by the following letter:

THE BETA THETA PI EDITORIAL ROOOMS,
5 WEST THIRD ST., CINCINNATI, OHIO, February 10, 1883

DEAR SIR—The editors of the several fraternity journals (the Star and Crescent of Alpha Delta Phi; the Chi Phi Quarterly, the Alpha Tau Omega Palm, the Crescent of Delta Tau Delta, the Sigma Chi, the Sigma Alpha Epsilon Record, the Phi Gamma Delta, the Scroll of Phi Delta Theta, and the Beta Theta Pi) have arranged for a conference, to be held at the Colonnade Hotel, Philadelphia, February 22, 1883, at 11 a.m. One of the subjects to be discussed is the widely-mooted inter-fraternity or Pan-Hellenic Council; and it is hoped that details of a plan for such a council (to be held in, say, two years) may be agreed upon at the conference of the 22nd, ready for submission to the several fraternities at their next annual convention. The editors above named would like to have representatives of as many fraternities as possible meet with them at the time and place given, for a discussion of this project. It will, of course, be a purely informal meeting, and no fraternity will, in any way, be bound by its results; but it is hoped that you will see that your fraternity has at least one fraternity member present (besides its editor, if it has one), to consult with those of other orders upon the subject named. As the time is short, it need not be considered necessary to have your grand chapter appoint a delegate with special powers, but if you will kindly select, as General Secretary, a member of your order who can conveniently be at the meeting, every purpose of this call will be served. Please notify the undersigned of your action, if you see fit to take any.

Very respectfully,
THE EDITORS OF THE BETA THETA PI

With so much in common it was inevitable that editorial relationships should develop among the many organizations. On February 22, 1883, a meeting of the representatives from some fourteen fraternities took place at the Colonnade Hotel in Philadelphia. The convener of this earliest meeting was Willis O. Robb, Ohio Wesleyan, 1879, Beta Theta Pi, who was also its chairman of committee on resolutions, or plan of action.

Dr. Joseph C. Nate, writing in his *History of Sigma Chi,* says of Editor Robb:

Willis O. Robb holds a distinctive place in Pan-Hellenic history by

his leadership for this first inter-fraternity gathering. Mr. Robb was made editor of the *Beta Theta Pi* during his senior year in college, and continued the editorial relation for many years. As early as November, 1881, he editorially urged the desirability of a "Pan-Hellenic Council." In January, 1883, a suggestion in the *Chi Phi Quarterly* for a meeting of fraternity editors was formally taken up by Mr. Robb and his associates, and the broader objective of a Pan-Hellenic Council suggested for such a meeting. Letters were issued from the editorial offices of the *Beta Theta Pi,* then at Cincinnati, Ohio, under dates of January 13, 1883, and February 10, 1883. Mr. Robb, at that time engaged in teaching at Cincinnati, modestly represented the *Beta Theta Pi* as acting "by virtue of its seniority of age rather than any other claim of leadership." The proposal was promptly favored by a number of the fraternity editors, and with special interest and activity by Otis A. Glazebrook of the Alpha Tau Omega Palm. The editorship of the Sigma Chi was just then passing from Gettysburg, Pennsylvania, to Hanover, Indiana, but the magazine was one of those joining in the plan.

An additional paragraph in the *History of Sigma Chi* said:

Eugene A. Stahler was also the representative of Sigma Chi at the "Inter-fraternity Press Association" dinner which concluded the day at Philadelphia.

Dr. Nate, historian of Sigma Chi writes further:

Factors of limited central organization in the fraternities, finances, and distances for travel, rendered the continuance of the "Council" difficult in those times. The plan made at Philadelphia for a second conference, to be held in 1884, failed to mature. The next effort for a meeting of all the fraternities was in connection with the World's Fair at Chicago in 1893. A "Congress" was held for discussion of fraternity problems; an exhibit maintained in the educational section of the Fair under the direction of the associated fraternities; and there was a group meeting of the editors of fraternity journals. These and similar informal meetings in subsequent years were forerunners of the present movement of 1909.

The Interfraternity Conference was organized at the University Club, New York City, November 29, 1909. The movement was the outgrowth of a Pan-Hellenic Conference held at Chicago, Illinois, in the preceding February. At the latter, a resolution urging such a working union of the Greeks had been presented by George D. Kimball, University of Denver, 1895, Sigma Alpha Epsilon. The call was actively

promoted in the East by President W. H. P. Faunce of Brown University, Delta Upsilon, and in the West by Professor Francis W. Shepardson of the University of Chicago, Beta Theta Pi. In both of these educational leaders, the cause of fraternities has had the devoted interest of a lifetime.

The Editors' Dinner as we know it today was an outgrowth of the present Interfraternity Conference. We are indebted to Wayne M. Musgrave A Σ Φ, author of *College Fraternities,* for this statement of our dinner meetings previous to the formation of the College Fraternity Editors' Association:

The Fraternity Editors' Dinner was organized by William Raimond Baird within two or three years following the organization of the Interfraternity Conference itself, and was usually held the evening before the Conference convened. In those days the Conference always held forth the Saturday following Thanksgiving Day. It was Don Almy who lengthened the Conference into two days, Friday and Saturday following Thanksgiving.

Baird held these sometimes at the Salmagundi Club, in fact I think all but one under him were so held. These numbered four or five and only ceased under his management at his death.

Frank Rogers took it up when the wand fell from the dead hand of Baird, and held forth as the business manager until his death. One year during this time I believe William Palmer had to do the work of leading as Rogers was ill. Palmer himself passed on and then Frank. Following Rogers' death I insisted that the time had come to make this a permanent organization as certain things had crept in that were not always satisfying as an organization would be. Rogers held one or two meetings at the Salmagundi Club, one at the D.K.E. (Formerly the old Yale Club) on West 44th Street, (I believe it was 44th, if not 43rd Street) New York, and one as I recall at the Hotel Pennsylvania. November 26, 1921, the dinner was held at the Columbia Club, I find on reference to my diary.

The organization was perfected on December 1, 1923, at the Hotel Pennsylvania with Billy Levere as the first President, Chester W. Cleveland as the first Secretary-Treasurer. Herbert Wheaton Congdon was placed on the Committee with me to formulate the Constitution. I wrote it, and he criticised it, and made one or two very important suggestions. We then "adopted it" as a Committee Report and sent it to Billy Levere as ex-officio member and asked him to criticise and

amend it if he thought it wise. As I recall, it seemed to suit him as we never had a report other than its acceptance as we submitted it. Later, I believe, the following year in fact, it was adopted by the body with one or two amendments. The rest of the story is familiar to yourself.

Profiting by two years of pioneering under the leadership of the lamented William C. Levere, the new administration for 1926 embarked on a program of greatly enlarged activity.

The association's second president, Chester W. Cleveland, of Sigma Chi, in a letter to Henry R. Johnston, chairman of the Interfraternity Conference in 1927, set forth the aims and purposes of the Association as follows:

I. Cooperation for better Fraternity Journalism.
II. Cooperation in gaining the recognition of national advertisers through a pool of Fraternity magazine circulation.
III. Cooperation in the establishment of a community of interest through personal contacts, to raise the standard of Fraternity publications.
IV. Cooperation with the Executive Committee of the Interfraternity Conference in the dissemination of information for the good of the Conference and the entire Fraternity system.
V. Cooperation in the interchange of ideas, experiences and information, including editorial material, thus serving every Fraternity through its own publication and thus strengthening the position of all.
VI. Cooperation with the editors of the Interfraternity publications, such as *Banta's Greek Exchange* and *Baird's Manual,* and the chairman of the Publicity Committee of the Interfraternity Conference in publishing the character, ideals and policies of college fraternities and the Interfraternity Conference, thus enhancing their value in the eyes of the world.

By return mail from Mr. Johnston came a most hearty and cordial endorsement of the editor's program and a promise of close cooperation and support. The two opening paragraphs of that letter sound the keynote for the activity of the two groups:

Your letter of February 9 contains one of the most encouraging notes I have heard sounded in the Fraternity world in years. I have always felt that Fraternity publications were our greatest source of power, and

it is indeed good to know that the editors themselves are beginning to realize this and are banding together with a determined, aggressive effort to combine their strength for the common good.

The Executive Committee has been planning to call upon the editors for real cooperation in communicating to the undergraduates the ideals which have animated the Interfraternity Conference since its foundation. In the next couple of months you will hear from Mr. Clifford M. Swan, one of our committeemen, in this connection.

For the first time in the history of the Association, regional meetings were held. The first regional meeting was held in the Palmer House, Chicago, on March 6, 1926. Ten editors took part in a most successful meeting and four states, Illinois, Michigan, Wisconsin, and Ohio were represented. The meeting unanimously approved the program for the year as presented by the Executive Committee and practically all questions pertaining to the fraternity magazine were discussed in an intelligent and profitable manner.

The second regional meeting was held at the Delta Kappa Epsilon Club in New York City on April 9, 1926. Seven editors from the Eastern section were present and duplicated the success of the Western meeting in March.

Following the annual meeting of 1925, the president appointed a committee on Group Advertising, consisting of J. Harold Johnston, Chairman, Frank C. Ferguson and Charles H. Bassford. This committee submitted a splendid report to the members of the Association on July 1, 1926. After making a thorough survey of all proportions which would permit the various Fraternity Magazines to secure an audience with national advertisers, the committee recommended the plan proposed by Fraternity Group Advertising, a New York agency. The signing of the contract provided is an individual matter between each fraternity and Fraternity Group Advertising. The success of the plan depends upon a sufficient number of fraternities signing the contract to give a combined circulation in excess of 100,000.

For the first time in the history of the Association, the program for the Editors' Dinner and meeting of 1926 was carefully drafted in advance. It was by far the greatest and most profitable meeting in our history. The quality of the prepared papers was the equal of any heard at conferences of the general press.

So expert and informative were these papers, six in number, that it was voted unanimously that they should be printed in a booklet for distribution to fraternity and sorority editors.

The booklet, issued under the title, *The Fraternity Editor's Handbook,* appeared on September 15, 1927. It was edited by Chester W. Cleveland, editor of the *Magazine of Sigma Chi,* with the typography by Leland F. Leland, editor of *The Teke* of Tau Kappa Epsilon.

Under the date of October 29, 1927, the *Editor and Publisher,* leading trade paper of the journalistic profession, made the following editorial comment on our first publication:

Of all periodicals printed in the United States those that reflect least credit upon American journalism are those published in the interest of the Greek-letter societies of the American colleges and universities. Void and without form they seem to be steered by the mere whim of the editor and lack of a definite editorial compass.

True these fraternity magazines are usually edited as a work of love on the part of some loyal brother. Therefore criticism probably should not be too sharp. To promote better journalism in this field the College Fraternity Editors' Association has just put out a little booklet, "The Fraternity Editor's Handbook." Edited by Chester W. Cleveland, editor of the *Magazine of Sigma Chi,* it presents a collection of helpful hints about the editing and making of fraternity publications. Indeed, Mr. Cleveland in his own contribution frankly admits that fraternity magazines are simply relics of amateur journalism.

Others who furnish contributions to "The Fraternity Editor's Handbook" are Leland F. Leland, editor of *The Teke* of Tau Kappa Epsilon; Robert T. Mason, editor of the *Delta Chi Quarterly;* Clifford B. Scott, editor of the *Sigma Phi Epsilon Journal;* and Harold Johnston, editor of *The Shield and Diamond* of Pi Kappa Alpha. Especially valuable is the contribution of the last who considers the topic, "What Fraternity Men Like in Their Magazines." His article is not a mere expression of a personal opinion but gives the results of a questionnaire.

Even a hasty perusal of this booklet by those responsible for the magazines of the Greek-letter world will surely result in a vast improvement in their periodicals.

The regional meetings were continued during 1927 with great success and profit. The Western group met at the Palmer House, Chicago, in May. The Eastern group met at the Fraternity Clubs Building in

New York on April 22, under the direction of J. Harold Johnston, editor of the *Shield and Diamond* of Pi Kappa Alpha.

In recent years the editors have been responsible for a publication exhibit at the Interfraternity Conference, which includes magazines, histories, hand books, song books, and other fraternity publications.

At the annual meeting held in New York in November, 1927, carefully prepared papers on many subjects interesting to the assembled editors and business managers were read and a round table discussion was also held. At this meeting the officers for 1928 were elected and included Cecil J. Wilkinson, Φ Γ Δ, president; George Banta, Jr., Φ Δ Θ, vice-president, and George Starr Lasher, Θ X, secretary-treasurer. Additional papers and informal addresses were made at the 1928 meeting which elected George Banta, Jr., Φ Δ Θ, president; Robert J. Pilgrim, Φ K Σ, vice president; and Leland F. Leland, T K E, secretary-treasurer. At the 1929 meeting four excellent talks were given, one by Willis J. Robb, early B Θ Π editor; another by Lloyd L. Cheney, Φ K Ψ, on "Twenty Years as a Fraternity Editor"; a third by Elmer Davis, popular Φ Δ Θ author; and a fourth by Charles Wood, former Σ A E *Record* business manager, who spoke about conditions in Soviet Russia, from which he had just returned. At this meeting Leland F. Leland, T K E, was elected president, J. Harold Johnston, Π K A, was elected vice president, and Albert S. Tousley, Δ X, was elected secretary-treasurer. During the year 1930 the association made unusual strides. A creed was prepared by President Leland and approved by the executive committee of the association. A seal was designed and accepted, and an eight-page *Book of Facts,* giving detailed information about the association, its constitution and laws, and member publications, was published. This year also saw the publication of Volume 1, Number 1 of *The Fraternity Editor,* which it is expected will soon develop into a regular monthly magazine designed to carry the news of the association and to publish articles helpful to member editors. This year also saw the publication of *The Fraternity Editor's Handbook.*

Western Regional meetings have been continued with yearly increasing success. Three years ago it was decided to invite the sorority editors of the Midwestern region. So successful was this experiment that it has been continued. The attendance of 40 at the June 1930 meeting was almost double that of 1929.

CONSTITUTION OF THE COLLEGE FRATERNITY EDITORS ASSOCIATION

ARTICLE I—*Name.* Section 1. The name of this association shall be the College Fraternity Editors Association.

ARTICLE II—*Membership.* Section 1. Membership in this association shall be open to Editors, Associate Editors, Business or Circulation Managers, and men who have held similar positions on the magazines conducted by the fraternities of the United States and Canada.

Section 2. Associate membership may be extended to men holding similar relationship to chapter periodicals and college publications, as the Executive Committee shall determine.

ARTICLE III—*Government.* Section 1. This association shall be governed at the meetings thereof by those in attendance, and *ad interim* by the Executive Committee.

ARTICLE IV—*Officers.* Section 1. The Officers of this association shall consist of a President, Vice-President, Secretary-Treasurer, and the Executive Committee.

Section 2. The President, Vice-President, and Secretary-Treasurer shall be elected by the association at its annual meeting.

Section 3. The President shall appoint two members of the Executive Committee to hold office until their successors are appointed and qualify, who with the elective officers of this association shall compose the Executive Committee.

Section 4. Vacancies in the elective offices shall be filled by the Executive Committee for the remainder of the term.

Section 5. The President shall preside at all meetings of the association and of the Executive Committee, and perform such other executive duties as usually fall to the president of such associations.

Section 6. The Vice-President shall perform the duties of the President at all meetings at which the latter is absent.

Section 7. The Secretary-Treasurer shall keep accurate minutes of

the meetings of the association and of the Executive Committee in books to be supplied for this purpose.

Section 8. The officers and Executive Committee shall co-operate with the Committee on Publicity of the Interfraternity Conference and such other bureaus as the Executive Committee shall from time to time determine.

ARTICLE V—*Meetings.* Section 1. Annual meetings of the association shall be held at or in conjunction with the meetings of the Interfraternity Conference.

Section 2. Special meetings may be held from time to time as the Executive Committee shall determine, but only such business shall therein be transacted as shall be provided in the call. The Executive Committee shall have the power to hold such meetings at any place.

Section 3. The Executive Committee shall meet at such times and places as the Chairman may determine unless the said committee shall otherwise determine by suitable by-laws to be determined by it.

Section 4. Special meetings may also be called from time to time on the petition of five or more members sent to the Secretary at least ten days before the date set for the meeting so called.

ARTICLE VI—*Dues and Assessments.* Section 1. Annual dues may be fixed by the Executive Committee to be assessed against the fraternity magazines whose membership in this association has been ascertained. Such dues, however, shall be devoted only to the payment of the actual expenses of the association for stationery, books, postage, and incidental expenses of the association. No money from the treasury shall be used for any other purpose.

Section 2. Assessments may be levied against the individuals attending a meeting of the association or the Executive Committee to pay for the entertainment furnished such individuals or the guests of the association. The annual meetings of the association may take the form of a dinner, or similar entertainment as determined by the Executive Committee. Agents may be duly empowered to make such financial arrangements as are necessary to meet such expenses and dinner or banquet reservations.

ARTICLE VII—*Amendments.* Section 1. Amendments to these articles may be made from time to time by a two-thirds vote of the member magazines attending the annual meeting.

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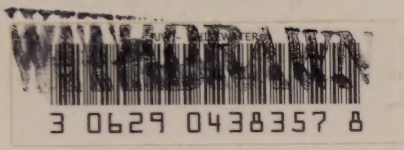
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